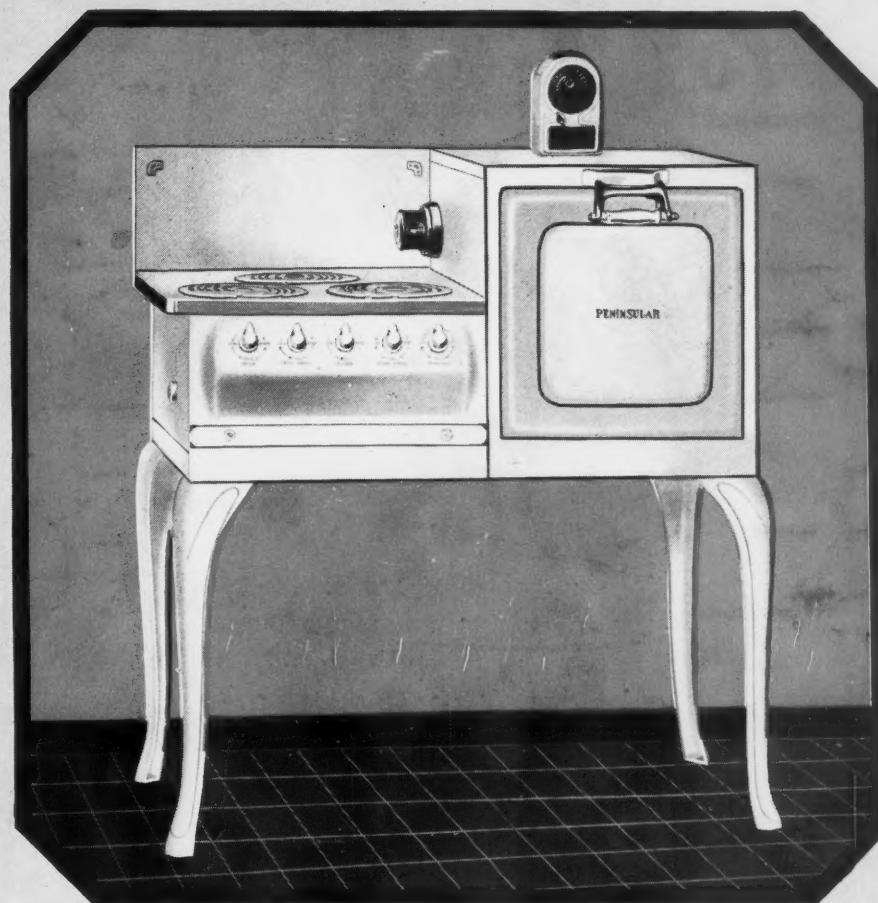


Electrical Merchandising

The Business Magazine of the Electrical Trade

A McGraw-Hill Publication

AUGUST, 1928



Quality Uncompromising

Nearly a half century of stove and range building is behind the Peninsular Automatic Electric Range. The best electrical brains we could buy are in it.

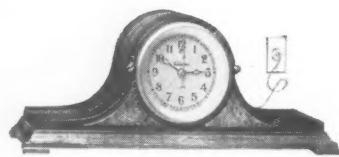
Hence, it is a Range of quality uncompromising—a Range worthy to become the key of your range sales. In all white or colored vitreous enamel, or in black and white combination.

PENINSULAR STOVE CO., DETROIT, MICH.

PENINSULAR ELECTRIC RANGES

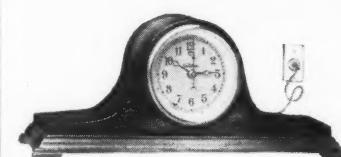
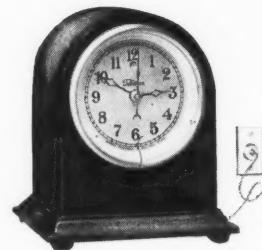
Here They Are!

Beautiful New Telechron Models



TELECHRON offers you a new opportunity to expand sales volume—at a liberal margin of profit. A score of new models for home and office use—with every virtue of Telechron accuracy, dependability and freedom from care—plus beauty of latest design and finish unsurpassed by any clocks on the market today.

Display these Telechrons! They will liven up your whole store—sell easily—pay generously—bring you more of the best class of trade. Nationally advertised. Complete factory merchandising co-operation. Write or wire for the full story of our sales proposition! Get your share of Telechron profits!



Telechron

**The SPRINGLESS ELECTRIC CLOCK
ACCURATELY REGULATED AT THE POWER STATION**

WARREN TELECHRON CO., 24 Main St., Ashland, Mass.

In Canada, Canadian General Elec. Co., Toronto

Foreign Representative: International General Electric Co., Schenectady, N. Y.

EARL WHITEHORNE,
Editorial Director
FRANK B. RAE, JR.,
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S. J. RYAN,
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Electrical Merchandising

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BEAUTY *plus Health*

IN 1897 American women spent \$6,100,000 for perfumes, cosmetics and toilet preparations. In 1907 this expenditure increased to \$15,200,000, in 1917 to \$158,000,000 and in 1927 to \$302,000,000.

This gives some idea of what women will spend when the appeal is "beauty."

Now the *electrical industry* has a new major line with this same appeal—health and beauty apparatus!

Electrical exercisers, mechanical horses, "sunlight" lamps—designed to keep men, women and children slim, attractive and in good health—plus the general line of violet rays, vibrators and similar therapeutic devices.

These new major appliances are making a tremendous hit with the men and women of the country who are spending money for them.

The September issue of *Electrical Merchandising* will contain a feature article about these new health and beauty appliances, profusely illustrated, and with practical data as to the methods which leading merchandisers are using to demonstrate and sell them.

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And NOW 6 Profits instead of 1



You've always wanted to sell Edison MAZDA* Lamps by the carton. Because carton sales mean more business for you.

For years, the advertising and merchandising activities on Edison MAZDA Lamps have been designed to help you sell more lamps—by the carton. National advertising . . . window displays . . . store sales aids . . . merchandising activities . . . the Edison Merchandiser . . . all these have contributed toward the sale of Edison MAZDA Lamps by establishing the carton of six lamps as the logical unit of purchase. And now

We Announce A New Carton Selling Plan

THIS new sales plan insures the sale of lamps by the carton—it assures SIX profits instead of ONE. Simultaneous with the latest price reduction which brings the price of a carton of Edison MAZDA Lamps within the easy reach of

everyone, a unique sales plan has been devised. It is new—it is different. It is based on tomorrow's merchandising methods. You will welcome it, because it will help you to ring the cash register more often! Watch for further details.

*MAZDA—the mark of a research service

EDISON MAZDA LAMPS

GENERAL  ELECTRIC

McGraw-Hill Publishing Co., Inc.
JAMES H. McGRAW, President
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EARL WHITEHORNE,
Editorial Director
L. E. MOFFATT,
Managing Editor

Electrical Merchandising

with Which Are Incorporated *Electrocraft* and *Lighting Journal*

VOLUME 41

AUGUST, 1928



You

October
17-18-19

Are Invited to New York

THIS year, the New York Electrical Show, it is announced, will set aside three days as a trade show. On these days, October 17, 18 and 19, the exhibition hall will be open to the trade only; the public will not be admitted. Admission will be to any electrical dealer, contractor, central - station man, hardware or department store merchant, on his business card only. There will be no tickets or other formalities.

This is an innovation of considerable importance. And it should meet with wide response, as in past years not only has there been a heavy attendance by the local trade, but many from distant points have made a trip to New York coincide with the electrical show dates.

The New York Electrical Show has been held every year, with but one exception, since 1907. It is held in the largest and finest of New York's exhibit halls, Grand Central Palace, and it has always been notable, both for the large number of exhibitors and the interesting and varied character of the exhibits. Public attendance is large, averaging over 200,000. This year, combining a trade and consumer exhibition, is marked by an increased number of reservations by manufacturers and

the promise of an unusual variety in the lines shown.

National trade shows are common in other lines. In our field, trade exhibits held in connection with conventions have always aroused interest, particularly those in connection with the National Electric Light Association convention, the conventions of the Artistic Lighting Equipment Association and of the Electragists, International. These, however, are group gatherings. The exclusive trade days at the New York Electrical Show will be, in effect, a National Electrical Trade Show, and will draw attendance from retailers and wholesalers.

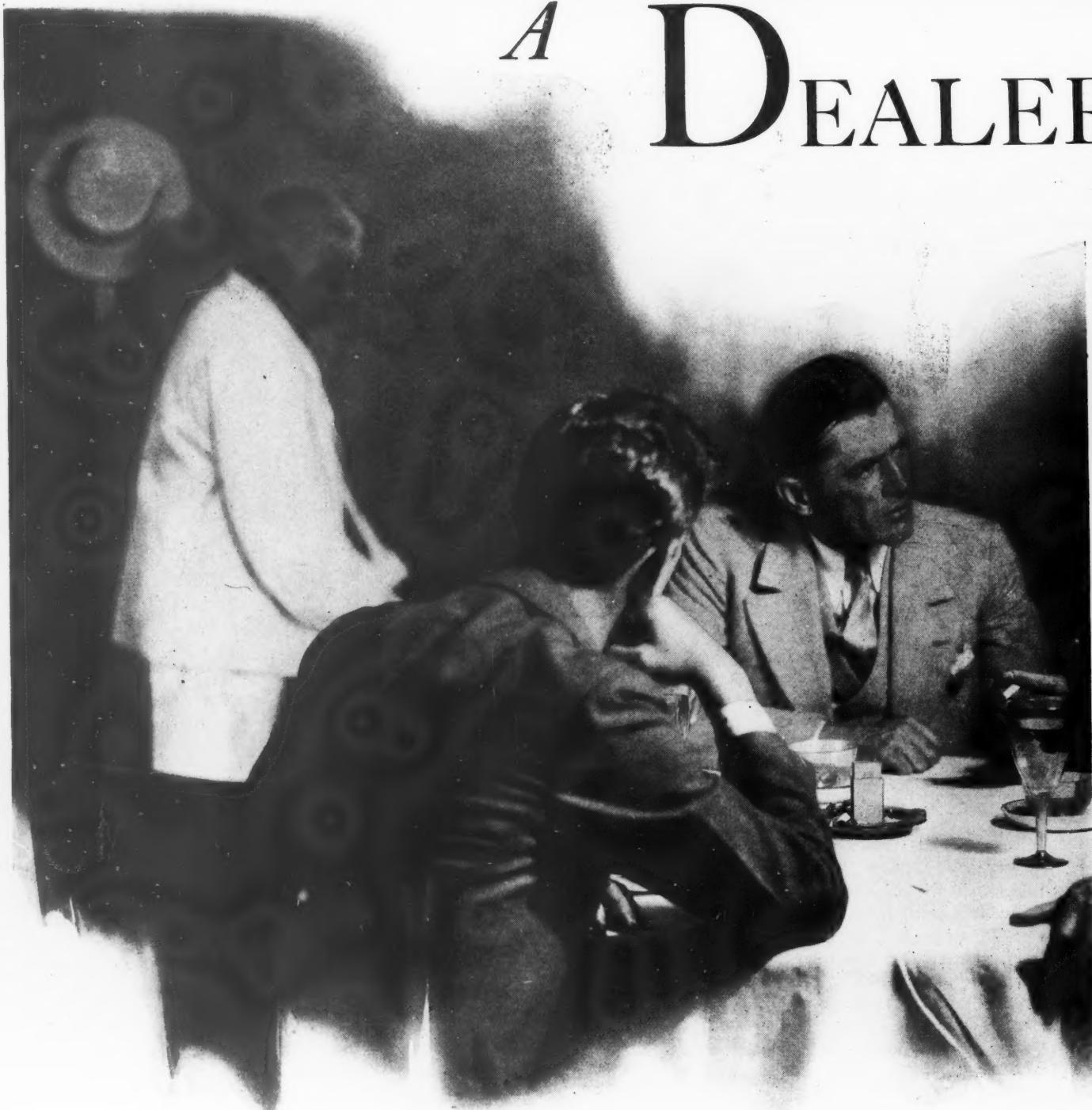
This provides the electrical trade with something very genuinely needed; a comprehensive exhibit of electrical appliances and merchandise where new lines may be inspected at the beginning of the holiday selling season, where there is ample opportunity for contact with manufacturers and distributors, and where retailers can gather for informal discussions of their common problems.

In addition to the Electrical Show, there is much of interest to electrical men in a visit to New York. No formal program of entertainment has been announced, but provision will be made for those wishing to visit points of electrical interest.



Grand Central Palace
New York

A DEALER



"**S**URE, I know Bill Jones; he handles our line, but he is dead from the neck up." How many times have you heard some manufacturer's representative say that about some electrical dealer? You and I have attended dozens of meetings where the short-comings of the electrical dealer were cussed and discussed by someone who has never even had a speaking acquaintance with the problems of the dealer, let alone knowing enough about them to propose a sensible solution.

I do not want to minimize the faults of the dealer. He has plenty of them and he has been told about them week after week, and month after month, in magazines and

By Roy Thurman

papers, large and small. I do, however, want you to look for a few minutes at his side of the question and see if I can convince you that

he has a legitimate kick regarding some of the conditions which surround him and over which he has no control.

In the first place, we will admit that there are many dealers who do not and never will belong in the business. But who is to blame? Usually the manufacturers who find a man with a little money and who paint an alluring picture of the enormous profit to be had by buying their product, perhaps at \$80 per unit, and selling it at \$150. The quota for his district is forty per month. The profit of \$70 per unit when multiplied by forty gives a gross

R Speaks His MIND



Mr. Thurman

in this article makes some challenging statements as to the effect of manufacturers' policies on the dealer's business. ELECTRICAL MERCHANDISING believes a discussion of the question will be of great value to the trade. We invite appliance manufacturers, dealers or distributors to use these pages for rebuttal of Mr. Thurman's criticism or comments thereon.

tion the financing charges, freight and cartage items, delivery costs, servicing expense, repair bills, advertising, collection troubles, returned apparatus loss, bad accounts, sales promotion expense, inventory loss, light, heat, water and telephone charges, insurance, interest on the investment in stock, depreciation of store and shop equipment, taxes, etc.

Then, too, who ever heard of a dealer making his full quota through the year? If his sales quota is forty units, the average sales will usually run not more than twenty-five, which makes all expense items except commission run considerably higher per unit than was optimistically forecast.

The investment needed is represented to fit whatever amount of money the prospective dealer has, and is usually inadequate.

Of course, there are exceptions to the rule that manufacturers will take almost anyone as a dealer. I know of one such shining exception. This manufacturer has exclusive agencies, and over a period of nearly twenty years has picked dealers only after a thorough investigation of the fitness from all angles. There are cases where the firm has waited several years to get the dealer they wanted in a territory, in the meantime being unrepresented in that district. The result is that they have a loyal, enthusiastic, well-informed, satisfied group of dealers, and they very seldom find it necessary to cancel a franchise.

AGAIN, many concerns have salesmen trained to high pressure methods, and with the idea that the immediate sale is the most important end in view. Unless the dealer watches his inventory carefully, the glib salesman will have him loaded up with more than he can sell in a year. And

profit of \$2,800.

"Of course that isn't all net profit," admits the salesman, "but the only real expense is a small(?) commission and a little(?) overhead. These expenses will amount to perhaps \$30 per unit, leaving \$40 net profit, or \$1,600 per month."

That sounds like big money, but unfortunately the whole story is not told. Our salesman has forgotten a few items of expense. He does not men-

Who IS Thurman?

Battle Creek, Mich.

Editor: Electrical Merchandising,

I HAVE prepared this article as a result of my experience as an electrical dealer during the last year and a half. During this time, as an official of some dealer's organizations, I had an excellent opportunity of finding out the difficulties of many dealers. This has resulted in my setting forth in written form the thoughts which are ordinarily expressed only in a gathering of dealers.

I only write for publication every thirteen years, and since my last effusion was published in your magazine about 1915, I am sending this to you.

I might advise that for many years I was connected with the central-station business in Muncie, Indiana, and resigned as manager of that property about a year and a half ago to purchase an electrical appliance store in Battle Creek, Michigan. I still own that store, but it is now operated by a manager and I have just recently again entered the central-station field with the Indianapolis Power & Light Company.

Roy THURMAN.

there have been times when commission salesmen have loaded up a dealer and then cancelled his franchise in order to sell a new dealer another load. Or perhaps the overloading is made to look more attractive by offering a reduction in price, erroneously called a bonus, on all machines sold in a specified district, if that district has total sales equal to the quota set by the manufacturer.

One nationally known concern for 1927 set quotas at 25 per cent increase over 1926 sales. This favored the territory where a poor job had been done the previous year or where the district had not been sufficiently manned with dealers. It penalized dealers in divisions where, as a result of hard work, sales had been pushed to a maximum in 1926. Then again, it gave the dealers in prosperous communities a lower price per unit and kept that benefit away from dealers in communities where industrial and business conditions were below normal and where the reduced price was needed most.

This company actually tried near the end of the year to get the dealers to purchase enough stock ahead to make the quota. In many states the dealers would have had to buy from five to six months' supply, and apparently the only reason the scheme failed was because the dealers were in such condition that they did not have the money. Just what the advantage is to the manufacturers in forcing a proposition like this is a mystery which I presume can only be solved by a high-priced sales executive.

These policies are of course short-sighted and result in large sales for only a short period. In a year or two it is impossible to secure representation. I believe that the seller should consider the welfare and prosperity of the dealer, and that such consideration in the long run results in permanent, satisfactory profits for all concerned.

WHAT is a quota? It is a specified number of units that an exclusive dealer must agree to take in order to hold the franchise for his district. It is determined for the entire country by someone sitting in an office perhaps a thousand miles from the scene of operation. Sometimes it is just a guess; sometimes it is based on population; sometimes it is based on magazine circulation; sometimes on previous year's sales, and in most cases the total of all dealer quotas is set at the maximum amount the manufacturer is able to produce without regard to the market possibilities.

At present the favorite method of quota makers for certain classes of the more expensive electrical merchandise, is to use the Curtis circulation figures as a basis. A constant obtained by dividing the total production of the manufacturer by the total circulation of the Curtis magazines is determined. Then multiplying the Curtis circulation by this constant gives the number of units the dealer must agree to take. Just one example of how this works to the detriment of the dealer: In a comparatively small city there is a transient population during the entire year of approximately three thousand persons, all of whom, due partly to plenty of leisure, undoubtedly read many of the popular magazines. In this city a case came to my attention where using the magazine circulation method, the dealer's quota was more than three times as many units as all five competitors had sold during the previous year.

As I see it, a quota can be made a real help to the seller and the dealer, but a detailed study of the many conditions surrounding the use of the special device to be sold should be made before a dealer is forced to accept a quota.

The character of the inhabitants, industrial and business conditions, climate, wage scale, literacy, number of home owners, wired homes, and floating population are a few of the items that enter into the selling of any electrical appliance.

Due to the emphasis placed on large volume, and the importance of making his quota, regardless of his business welfare, stressed continually by the sales representative, the dealer is liable to forget that there are a reasonable number of sales that can be made at a profit, while the added expense needed to meet his quota may and often does eat up all of his profits. We have all seen specialty concerns entertain the sheriff where the sales-volume has been extraordinarily high. I maintain that a dealer should not be expected or required to spend all of his profit in trying to force the last few sales to make a quota.

IT HAS been the usual practice during the last few years for many manufacturers to restrict the district covered by any one of their sales representatives to a very few dealers; sometimes only one. Of course, the theory is that the salesman can then give a maximum amount of help to the dealer. This would be ideal if it were not for one important point that is overlooked in hundreds of cases. That is the inexperience or lack of business knowledge of the manufacturer's sales representative.

The volume of sales has increased so rapidly in some lines during the last few years that it has been necessary for sales forces to be recruited from almost any available source. Often the supply comes from the retail selling group, or the house-to-house salesman.

A man may be a first-class house-to-house salesman, yet entirely unfitted to handle wholesale sales. This is especially true where the manufacturer is attempting to control the entire business operations of the dealer. The great majority of sales representatives are not business men, and too many times their requests, demands or advice to the dealer, backed up by the threat of cancellation of his franchise, is based solely upon the possibility of immediate sales to meet his quota, rather than upon good business practice and reasonable net profit for the dealer.

Also these men are inclined to insist upon the dealer following in detail all suggestions and sales plans sent from the main office; conditions vary so greatly in different districts, that it needs an experienced business man to decide whether or not a sales campaign, successful in one locality, will stand a chance of going through to a satisfactory conclusion in another. Many a dealer has found to his sorrow that, although the manufacturer's representative may *want* to help him, this representative has not the broad general business training which enables him to do so.

AN INDISPENSABLE method employed to get volume is installment sales. Practically all manufacturers either maintain their own financing organization or have a business connection with outside companies to take the dealer's time contracts and pay him a part of the face value of such contract.

The financing rate usually used is 8 per cent on twelve-month contracts, which nets the financing company approximately 15 per cent on the money in use. In addition to this, however, 10 per cent of the amount financed is held as a reserve until the contract is paid in full. In spite of this reserve, when a payment or two is missed by the purchaser, the dealer must repossess the merchandise

(Continued on page 100)

Another Record-Breaking Refrigeration Campaign

THE Georgia Power Company and its affiliated companies has just completed what is believed to be a world's record in the sale of electric refrigerating equipment for central stations in a definite campaign time-limit . . . \$641,418 in fifty-three days, from May 1 to July 1.

The campaign was, primarily, on a domestic refrigerator (General Electric) whose sales during the period approximated 1,400 units. Commercial refrigerating activity was confined to coils and compressors (Kelvinator) installed in separate boxes, freezer-counters and cabinets (Hussman and McCray). Practically 85 per cent of the total sales were household models. The total number of refrigerator installations made was 1,833.

H. E. Pendergraph, merchandise manager, says of the drive:

"As is usual with the Georgia Power Company, no merchandise campaign is entered into without careful preparation. The company had in a 1927 campaign sold more than \$504,000 worth of electric refrigerators (reported in ELECTRICAL MERCHANDISING, September, 1927) and, quite naturally, was not disposed to "shoot" at a smaller bogie than that established for last year.

"Beginning the second week in April a series of meetings was scheduled in each of the five company divisions.

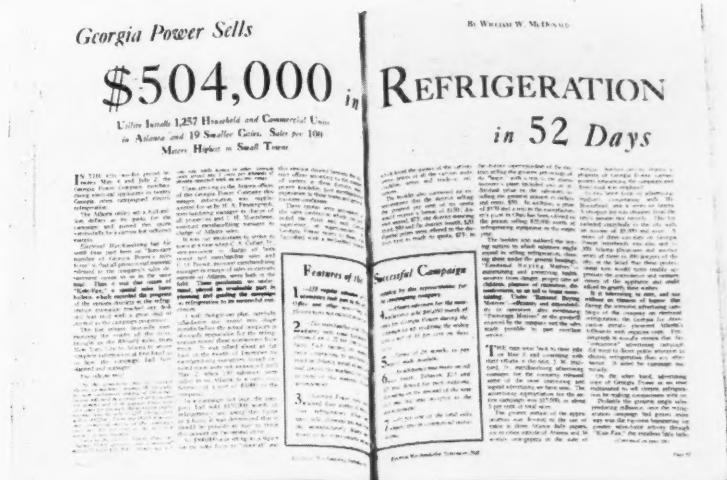
"An entire day was devoted to the divisional meetings . . . the morning to giving technical information on the various equipment, the afternoon to explaining the methods most desirable in selling electric refrigeration. In the evening a banquet was given, at which time the prospectuses were handed out and the sales promotion plan outlined.

"The campaign prospectus contained the quotas for each division and district, listed prices, down-payments and terms, explained the sales promotion idea, indicated the various prizes and outlined the advertising schedules. This booklet was designed to lay before each store manager and salesman, in concrete form, complete knowledge concerning the sale?"

The prospectus explained clearly just what was expected of each employee.

IT was decided to conduct the campaign as an airplane race around the world. Each district office was represented as an airplane and known as the 'The Spirit of Atlanta,' 'The Spirit of

Georgia Power Sold \$641,418 worth of merchandise in 53 days, beating last year's quota by \$137,418



The Georgia Power Company's initial refrigeration campaign, in which \$504,000 worth of merchandise was sold in 52 days, was reported in the September, 1927, issue of ELECTRICAL MERCHANDISING

Dublin,' 'The Spirit of Macon,' etc. A large map was especially prepared and furnished each office showing the charted routes the planes should fly. The map was circum-polar in shape and was graduated around the circle into 100 equal parts, each graduation being one per cent of quota. In addition to the small cardboard planes for each particular office two other planes were to be moved forward on the route daily. These were: a plane representing the division squadron's progress, and another representing the progress of the total campaign quota. A special bulletin, 'Plane-Fax,' was issued every other day showing the standing of each and every district and division.

"The districts were divided into three classes, according to the numbers of customers in each. Prizes were awarded for leaders in the three classes. For the plane in each class arriving in Berlin first a total of \$195 was given; for the leading planes in each class at May 31 the half-way mark, a total of \$255 was distributed; and for those districts selling the greatest per cent of their quota for the entire campaign there were first and second prizes totaling \$550.

"In keeping with the airplane idea three planes were actually chartered to make scheduled trips during the first two days of the campaign to practically every town in which the Georgia Power Company had a retail store. More than one hundred thousand cut-outs of the refrigerator were printed and showed over these towns."

CONSIDERABLE newspaper publicity was given this unique use of airplanes in the actual promotion of a sales campaign. Posters were printed and sent to each town for posting in the company's office and in other business houses, drug-stores and restaurants. These posters read: "Watch for the Georgia Power Airplane —Coming This Week!"

Approximately \$15,000 was expended in advertising the sale, about 75 per cent in newspaper space and 25 per cent in other forms of publicity. The schedule of newspapers included five Atlanta papers, thirty-six weekly papers and five outside-Atlanta dailies.

Prior to the campaign each district office was requested to send in to the Atlanta office a complete list of what they considered their very best refrigerator prospects. To these lists were sent four direct-mail pieces.

A PLAN to



"Public education in electric cookery is the foundation for all range business." That is the sound basis on which this plan is built.

The plan book contains a series of newspaper ads, publicity stories to reinforce the promotional program, mail pieces and pieces for general distribution, all creating a desire for the advantages of electric cooking in the home. An outline of proved methods is also given for organizing employees for campaigns, training and supervision of sales force, displays, cooking schools, demonstrations and dealer co-operation.



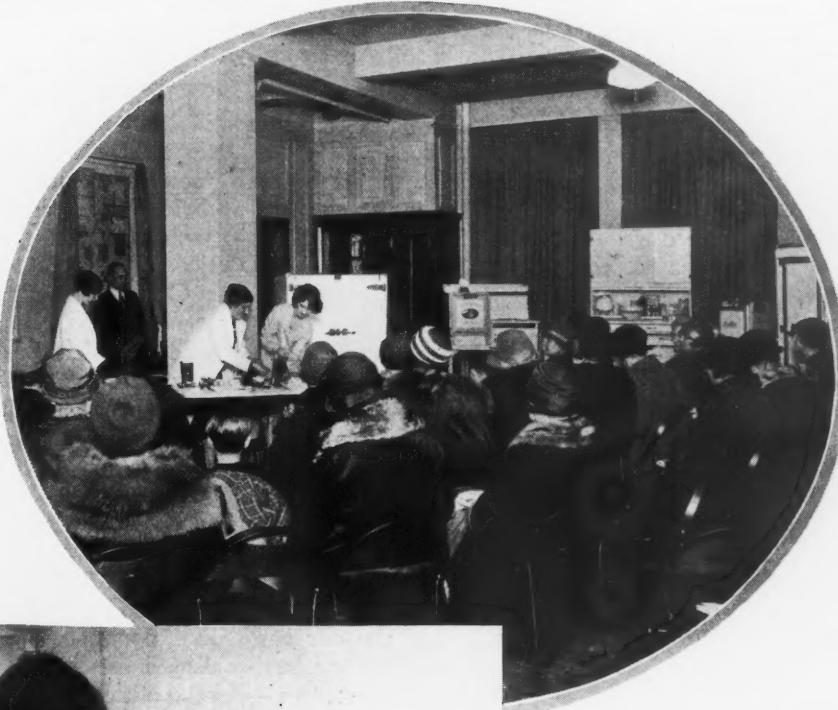
Sell RANGES

Here Is a Plan

and program that can be used in any city to develop the waiting range market.

The Range Committees of the N.E.L.A. and N.E.M.A. have joined hands and through the S.E.D. produced a complete step-by-step sales and advertising plan book ready to be put to work.

Get one at once and build up range sales.



"The idea of electric cookery can be presented to good advantage at cooking schools and special gatherings. Home economists employed by the range manufacturers are available for the purpose of conducting schools and can be routed through the territory to make demonstrations at suitable times."—From the plan book.



Two Ways of Catching

ONE of the best informed and shrewdest observers in this hectic electrical trade of ours recently went to bat and slammed out this one:

"The problem of the dealer is today probably the most difficult and important problem that the electrical industry has before it. I can't see how we are to get along without a considerable number of well established, prosperous dealers."

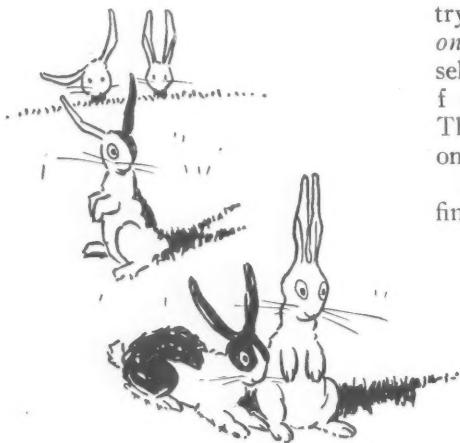
Neither do I.

And neither, I think, does anyone else who has merchandising sense. But while it's admitted that we must have prosperous dealers, the questions arise, how are we going to either make 'em prosperous on piddling volume or keep 'em prosperous without profits? That, to this writer's way of thinking, is the real problem.

Let's see if we can't find an answer.

PLEASE get that little two-letter word straight. I said *an* answer, not *the* answer. Almost the foolishest futility I know about is trying to find the *one best* answer to a business problem—trying to find the *one best* way to sell appliances, for example. There isn't any *one best* way.

But we can find *an* answer to



our problem—we can find *a* way to sell appliances—a way to sell 'em, I mean, in accordance with accepted and proven merchandising principles, and at a decent profit, with the result that we will have that much desired set-up of prosperous dealers. It can be done.

The first step is to put our problem on the operating table, slip it a cone of chloroform, and start carving.

THE first swipe of the scalpel used in dissecting the electrical merchandising problem must inevitably divide the merchant from his customer. You can't think about the two together without getting cock-eyed cerebrations both ways.

On the merchant's side of the problem we find a blended mess of purely commercial considerations—such sordid subjects as margins, terms, capital investment, store location, banking accommodations, purchasing policy, purchasing system, insurance, salesmanship, book-keeping, display, store arrangement, advertising, premiums, delivery, servicing, trade-ins, cost and control systems, credits, collections, mark-ups and mark-downs, specials or loss-leaders, resale arrangements, dead stock and obsolescence, trade association affiliations, payrolls, profit and loss, code restrictions, house-to-house canvassing, the lighting company's policy, union labor, prospect lists, donations, new merchandise, discontinued merchandise, local politics, chain-store competition, mail-order competition, utility competition, cut-price competition, direct factory competition, and plain goddam dumb competition.

Perhaps I have missed a few. No matter. The idea I aim to convey is that anyone who thinks for a split second that running an electrical retail business consists simply of buying an insistently wanted article for fifty cents and passing it over the counter on a *caveat emptor* basis for one dollar, has another and very complex think coming to him. If that were all there were to this electrical merchandising racket, we'd all be rich.

Which we aren't.
But the reason we aren't all rich is not be-



Rabbits

B. RAE, Jr.

cause of all this messy mélange of dealer problems: the real reason is that the dealers, taken by and large, have been so busy picking their own fleas that they haven't given any real curious or cogent thought to their customers—which latter constitute the most important part of this whole electrical merchandising problem we are dissecting.

So let's carve into the customer.

TO BEGIN with, the customer does not care one mute whoop about the electrical dealer or his forty-six merchandising problems mentioned above.

She may get steamed up about marine-infested Nicaragua, she may send matzoth to the starving Armenians, she may support seven sweet and worthy charities, but—the local electrical merchant is not one of them. As an object of solicitude, you're out.

We do not wish to hurt anybody's feelings, but candor compels us to say that, in the eyes of the average customer, the average electrical dealer is a negligible form of mercantile life. Now, don't get sore. I know that statement is a bitter pill, but you may as well swallow it first as last. And remember, it hurts me more than it does you: the benign gods know that I wish the truth were sweeter. The customer mostly thinks of us as pests, when she thinks of us at all—the main trouble being that, as a buyer of electrical wares, she practically never thinks of anybody or anything but herself.

A SECOND point regarding this customer is that she buys what she wants if she wants it badly enough.

There are considerably fewer than two million really poor families in America. All the rest have at least a reasonable spending margin between actual necessities and the family income. Over ten million of our families have incomes averaging \$1,550 per annum, and twelve and one-half million more have incomes averaging \$2,550. It has been carefully estimated that almost three-quarters of our population have a family income averaging around \$40 or \$42.50 a week, with another million and three-quarters enjoying a family average of \$7,000 a year, and still another third of a million families getting an average of \$16,000 yearly. Also, if you divide up the savings bank accounts among all families but the very poor, then every family in the United States had two such accounts which together carried an average of almost \$1,100 in good, hard, get-at-able cash salted down as of June 30, 1927. They probably have quite a bit more saved up by this time.

Almost all of these people ride in motor cars, wear silk stockings, adorn themselves with jewelry, and, in eleven typical cities where retail census statistics were secured by the government, it was revealed that the per-



capita sales of gasoline and oil were \$20.22 and that of of every dollar spent at retail, 1.69 cents went for cigars, cigarettes and tobacco.

On the basis of which statistics, I repeat, the average prospective appliance customer buys what she wants if she wants it badly enough. She has the price.

And, I ask you, what more do you expect the customer to bring to the market place?

The price. That ought to be enough.

BUT, two things more are necessary before she'll spend that money in the family sock—a desire for the merchandise, and a friendly, or at least a fearless, attitude toward the merchant.

Now, I'm going to toss another hand-grenade into this tea party:

The desire for electrical merchandise is ample. Folks really want our stuff.

I personally know right now of five families that want electric refrigerators and have the price to buy. I know five or six more that want cleaners—two who want washers—two who want ironers—one who wants a range—and a farmer who wants a pumping outfit.

Here, within my personal and rather narrow horizon, I find something like \$3,000 worth of electrical merchandise that is really wanted—by people who have the price to buy.

What holds them off?

The things that hold them off are three—(1) the electrical dealer—(2) the appliance salesman, and—(3) the present knock-down-and-drag-out method of appliance solicitation.

People are tired of high-pressure appliance sales

methods, and they are resisting these hopped-up methods to such an extent that a considerable number of electrical merchants who use them face ruin as the result of increased selling expense.

One dealer, for example, has a "quota" of 200 washing machines a year. He sells about one-third of this number off his floor easily and at a gratifying profit: to secure the balance of his turnover, however, he must resort to such extravagant, intensive, high-pressure methods of operation that his business, which paid him \$15,000, net, up to two years ago, today pays him only about \$8,500. And this is not an isolated case.

The grim joke of this situation is, as I said before, that the very people whose sales resistance makes high-pressure selling unprofitable, are really in the market for appliances.

JUST to cite a couple of personal instances: In my own town I know a woman who closed her charge account at a local department store because, having stopped there to watch an appliance demonstration, she found a salesman with a machine "on trial" waiting on her doorstep when she returned from shopping. I know that my next door neighbor shooed away no less than twenty cleaner canvassers, and then asked me to get her a machine "privately" for which she gladly paid the full retail price in cash. I know that I am asked more than fifty times a year for advice about appliances—"What shall I buy?"—"Can you tell me whether Suchansuch is a reliable appliance?"—"Where can a fellow get an electric drill?"—"What refrigerator do you advise?"—and forty-six other and similar inquiries within each twelve-month. A very few ask me to get them an inside price, but most of them want only honest purchasing counsel.

Because they're *afraid* of you appliance dealers—*afraid* to expose themselves to your high-pressure sales crews.

They're in the market but *afraid* to buy! Could anyone imagine a more thoroughly topsy-turvy merchandising situation?

WHAT caused it?

If I should answer that question truthfully I would step on more toes than you'd find in a convention of centipedes, so I will, for once, keep my trap closed. And anyway, what's the use of crying over spilled milk, of pointing out the guilty and the selfish, of starting a Donnybrook from which we'd all emerge with cracked heads and hearts full of bitterness? Let's let that question pass, and propound another:

What'll we do about it?

I think the answer to that question—not *AN* answer but *THE* answer—will be found in the good grandmother's recipe for rabbit stew: "First catch your rabbit."

We have not been catching enough of our industry's rabbits—our customers. We have been hunting them with brass bands and tin pans, with all sorts of terrifying racket and noise-making, with spectacular, ear-splitting, extravagant hullabaloo. We have been clumsily trying to snare them with bait that long since turned sour and is now become mortified. Instead of offering our rabbits sweet lettuce leaves and wheedling them toward our snares, we have been chasing them with a black-jack, vociferously hot-footing it over the landscape and running ourselves ragged in a futile effort to out-speed them.

Not all of us have been doing this, of course.

Quite a few of our trade—a majority, indeed—have paid little or no attention to the constructive job of rabbit-catching. These have demanded that certain other groups of appliance retailers should cease and desist from eating rabbit stews and should hand over their rabbits ready-dressed for the pot. Others have put it up to the manufacturers to supply rabbits in the form of ready-made stew—some even going so far as to demand that the stew be served in piping hot casseroles, with the proper napery, dishes and eating tools, and with snappy service and a little something on the side. Others have hung out signs reading "Any rabbit that wants to get itself stewed will be accommodated here, maybe, between the hours of one and two, excepting fish days." And others—O, so many others—have been wrangling and raising hell about the pot and the fire, about the vegetables and seasoning that go into the stew, entirely overlooking the fact that the rabbit is the most necessary ingredient.

IT IS high time that we gave intelligent thought to our industry's rabbits.

Let us, at least for a little while, quit quarrelling so violently and worrying so determinedly about our own and our intra-trade troubles and routine. Let us admit, for the sake of avoiding argument, that this is a helluva business.

Let us admit, now, that running an appliance store or department is about as restful as napping in nettles. Let us admit anything you say as to the inherent and cultivated viciousness of all competitors. Let us admit that every supplier is an unhung Jesse James, let's admit that all manufacturers' sales plans and advertising schemes are the bunk, that all our hired help are helpless, that we in this electrical appliance trade have to handle bare-handed more kinds of red-hot, soul-blasting hell per dollar of turnover than the fallen Satan himself. Let us admit all that, and as much more as you please, and then answer me this one:

Wouldn't the business be a wee bit better if we had more customers?—more sales?—more profits?

YOU think it's because of your internal dealer-troubles that you don't get customers, but the truth is the other way around—it's because you don't get customers that you have all these irritating dealer troubles. The fellow with the rabbit can make *some* kind of a rabbit stew, whether or not he has all the other ingredients the recipe calls for, but the fellow who has no rabbit can't make a rabbit stew no matter how bountifully supplied he may be with seasoning and cooking equipment.

Which being so, let's give thought to these prospective, these actually eager-to-buy customers—our industry's rabbits.

There are plenty of them. They are fat. They would like to be snared if they dared. But as things now stand they are afraid of us and our present circus-and-sideshow methods of rabbit-hunting. To hunt them successfully we must study their habits, learn their preferences, avoid their prejudices, win their confidence, and learn to make neat snares and to bait them with things that rabbits like. We must do these things intelligently, patiently and everlastingly—if we want to catch our industry's rabbits.

For while it's true, as we've said before, that there's a lot more besides rabbit in a successful rabbit stew, it's also true that—"To make a rabbit stew, you must first catch your rabbit."

An aeroplane was used to scatter circulars over ten towns served by the Central Illinois Public Service Company. "Fly Through Your Ironing" was painted on the fuselage.



Stimulating A Staple

FIVE thousand nine hundred and eighty-six 6½-lb. irons (Dover) and an equal number of 2½-lb. "Junior" irons. Quite a sizeable order for staple merchandise with a high saturation. Yet the employees of the Central Illinois Public Service Company sold this number in twenty-seven working days.

Airplane publicity helped. The special inducement feature, "Two wonderful irons for the price of one," was advertised from the air. A plan whereby the employee received fifty cents commission for each sale and whereby twenty-five cents for every iron sold was placed in a special territorial prize fund, to be divided as each division manager saw fit also was a major factor.

R. E. Glover, general merchandise sales manager, says: "We got off on the right foot by preparing a thorough and comprehensive prospectus which was distributed to every employee in a position to take an active interest in this campaign. In addition to stating the terms of the campaign, inducements, etc., five and one-half pages of single-space typewriting was devoted to detailed statements of the many interesting talking points of the particular campaign iron.

The airplane, which was appropriately lettered, dropped "fliers" over ten of the larger cities. On the assumption that most of these would be picked up by children, they carried the message that any child, accompanied by its parents, presenting this flier or coupon to the nearest company store would be given a toy iron.

The advent of this airplane was preceded by suitable display advertisements and by a large window bulletin which stated the day and hour that the airplane would put in its appearance.

Sliding quota, aeroplane publicity and prize moneys based on sales help employees of Central Illinois Public Service Company to sell 5,986 irons in 27 days

PRECEDING the campaign, a series of fifteen one-, two- and three-line "teaser" advertisements were inserted in all the local newspapers serving the territory affected. The slogan for this campaign was, appropriately, "Fly Through Your Ironing." This central thought was carried out in the headings of all display advertisements and, literally, by the presence of the flying machine.

"Our territory," says Mr. Glover, "was divided into six divisions. Each was assigned a division manager and a division office. Division meetings were held at which as many employees as possible were required to be present.

Bulletins were issued every other day, reporting the progress of each division and of outstanding individual salesmen. These frequently issued bulletins were undoubtedly a great factor in keeping alive interest and in securing sales from the non-sales department employees.

"I BELIEVE the reason for this being our most successful small appliance campaign," declares Mr. Glover, in summing up, "was first, we had a complete detailed working plan, making it possible for each employee to understand the details, thus securing their whole-hearted co-operation.

"Second, the newspaper advertising and window displays which were closely tied in and built around the airplane, gave us the necessary publicity for a successful campaign. We are ending this campaign with a very optimistic view as to the market for the iron in our property and feel that we have been overlooking a market which we considered thoroughly saturated."

The Wausau store employed particularly effective window displays during the campaign. The flowerlike decorations proved effective for summer display. Here is one window which was used when the campaign opened.



An

August WASHER

THAT a washer priced considerably above the average can be successfully merchandised by a central station without the use of premiums or free merchandise offers, without cutting price and in the month of August, was proven in a thirty-day campaign conducted last year by the Wisconsin Valley Electric Company of Wausau, Wisconsin.

Participating in the thirty-day drive which accomplished the sale of 210 machines, were the following eight branches of the company: Wausau, Stevens Point, Merrill, Rhinelander, Tomahawk, Antigo, Waupaca and Mosinee. The territory embraced contains a total of about 17,000 residence meters.

THE quota set was 170 washers. (ABC Spinner) and during the first thirty-day period this quota was topped by forty units. This was accomplished through the combined efforts of sales crews working out of the eight district offices of the company, a record-breaking campaign when it is considered that the quota was exceeded by more than 30 per cent in a territory having a comparatively small number of wired homes.

Sales in this campaign were made on the basis of the regular \$5 down payment required by the utility, with eighteen months' time extension in which customers were permitted to pay the balance. No premiums or free offers of any kind were authorized. The campaign was started with a general meeting of the entire sales organization. During the course of the campaign weekly sales meetings were held in each town where the company has a district office.

The advertising was consistent and effective, paving the way for the retail salesmen to arrange demonstra-

The Wisconsin Valley Electric washers in 30 days without the

tions. Large signs on all company trucks worked wonders. These made it much easier for the salesmen to obtain admission to homes as in most instances the housewife knew that a campaign was in progress.

C. C. Bell, district commercial manager, said at the close of the campaign, which took place one year ago this month: "We have 5,500 residential meters, 22,000 population, three regular salesmen and one part time man. (In Wausau alone.) We sold 47 machines. Thirty-three prospects were turned in by employees not on the regular sales force and eight of these resulted in sales." Employees were given a bonus for leads submitted if they resulted in sales.

Following are some extracts from the report of results of the campaign received from the branch offices participating:

Merrill

Population, 8,656; meters, 2,039.

Twenty-two washers sold during campaign by two salesmen.

Not a single sale was lost to a competitive machine and have had many competitive demonstrations. Our local office employees turned in approximately 30 prospects.

We have only one meter reader and he has turned in eight prospects, of which two machines were sold.

A sidewalk demonstration was made every Saturday evening to large crowds.—A. O. Tholl, Sales Manager.



Signs calling attention to the 30-day washer campaign were placed on the sides of all company trucks and delivery wagons. Here's a group of salesmen from one of the branches and their "portable billboard."

DRIVE

*Company sold 210 electric
use of premiums or cut-prices*

Antigo

Population, 9,500; meters, 2,200.

No sales lost on competitive demonstrations.

Through the exceptionally fine work of Mr. Morrison and Mr. Juhl, and with the splendid co-operation of the employees of the entire division the washer is very much sold to the people of Antigo.—*T. S. Dvorak.*

Rhinelander

Population, 6,000; meters, 2,200.

Number of machines sold, 25.

Twenty-two names were turned in by local employees, eighteen of which were turned in by the meter reader. One sale resulted from the meter reader's leads, and one from the other four.

We received 100 per cent sales from sidewalk display demonstrations.—*H. C. Canfield.*

Waupaca

Population, 2,850; meters, 950.

Our local office employees turned in twenty-five prospects, fifteen of which were turned in by the meter man. Three of the prospects that were turned in by employees were sold.

We held sidewalk demonstrations every Saturday afternoon and evening.—*H. L. Rifeiman.*



F. H. EVANS, commercial manager, Wisconsin Valley Electric Company, organized the sales crews and was largely responsible for the success of the warm-weather drive.

Tomahawk

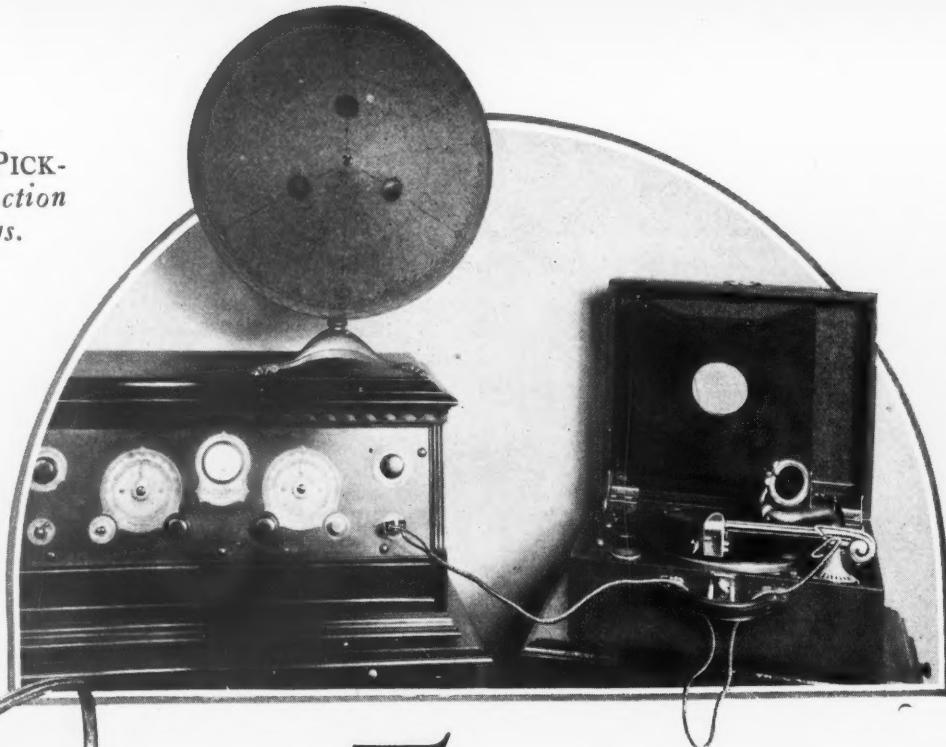
Population, 2,801; meters, 785.

Exceeded sales quota. Met competition of several other makes, and in a few instances competitive demonstrations were made, with the result that our washer remained in the home.

The local employees were enthusiastic in supporting this campaign, about 30 prospects having been reported by the office employees. The meter man turned in 16 prospects, of which four terminated in sales.—*W. W. Boettcher, Superintendent.*

1. *The "PHONOGRAPH PICK-UP" for true reproduction of electrical recordings.*

2. *The "LINE VOLTAGE REGULATOR" protects a.c. tubes.*



5 More

for ADDITIONAL

*Both old and new customers will
accessories designed to increase*

FIVE radio accessories have come into prominence this year with which the dealer may increase original sales and with which he may also secure repeat orders from old customers. These five accessories are the electrical pick-up, the automatic line-voltage regulator, the short-wave adaptor, the dynamic speaker and "furniture."

ELECTRIC PICK-UP

MANY of the higher-priced modern phonographs employ electrical reproduction systems which are really adaptations of radio laboratory developments. Modern radio receivers are equipped with similar amplifying systems. Old phonographs may be brought up to date by employing an electric pick-up device in conjunction with a modern radio receiver. The device is merely substituted for the stylus normally used with the phonograph and is plugged in on the amplifying equipment of the radio set, utilizing this amplifying equipment as a speech-amplifier.

When the new electrically recorded records are played, using this amplifying and reproducing combination, the depth and quality of tone available, coupled with ease of volume control will be a revelation to the consumer.

AUTOMATIC VOLTAGE REGULATOR

DANGER to the a.c. tubes used in many light-line operated receivers occasioned by fluctuation in line voltage is guarded against by new automatic voltage regulators which are everywhere appearing. Connected between the convenience outlet and the a.c. receiver these units automatically regulate line voltage so that none but the voltage specified for best operation of the receiver passes. If the voltage is high the unit "choke's" it down

to the proper value. If the voltage is low an auto-transformer action bolsters it up. Mechanical adjustment is necessary on most of these accessories only when they are first installed.

The line-voltage regulator will solve a problem for the dealer who has already installed a.c. sets in which provision for line-voltage regulation has not been made.

SHORT-WAVE ADAPTOR

SEVERAL stations in this country and a number in Europe are broadcasting programs below 200 meters, the usual lower limit of a broadcast receiver. Because of transmission phenomena at short wave lengths these programs may be received at great distances without particularly sensitive apparatus. New short-wave adaptors permit broadcast receivers to receive these low wave programs from all over the world without changes in wiring. It is merely necessary to connect them between the antenna and the set itself.

Many people are also becoming interested in amateur transmission which is also in the lower-wave channels. The short-wave adaptor permits such reception.



A ccessories Radio Sales

*be interested in these
their radio pleasure*

DYNAMIC SPEAKERS

BACK in radio's early days loudspeakers with externally energized field coils, that is, using separate batteries for their proper operation, were extremely popular. After a while they practically disappeared from the market, despite their efficiency, because of the trouble involved in maintaining the separate battery.

Now, the new type of dynamic speaker, bringing to radio true reproduction and excellent tone quality, operates from the light lines.

"FURNITURE"

"FURNITURE"—radio's new bid for "class" business, is becoming a big thing. People who have old sets or chassis are buying new cabinets. And new

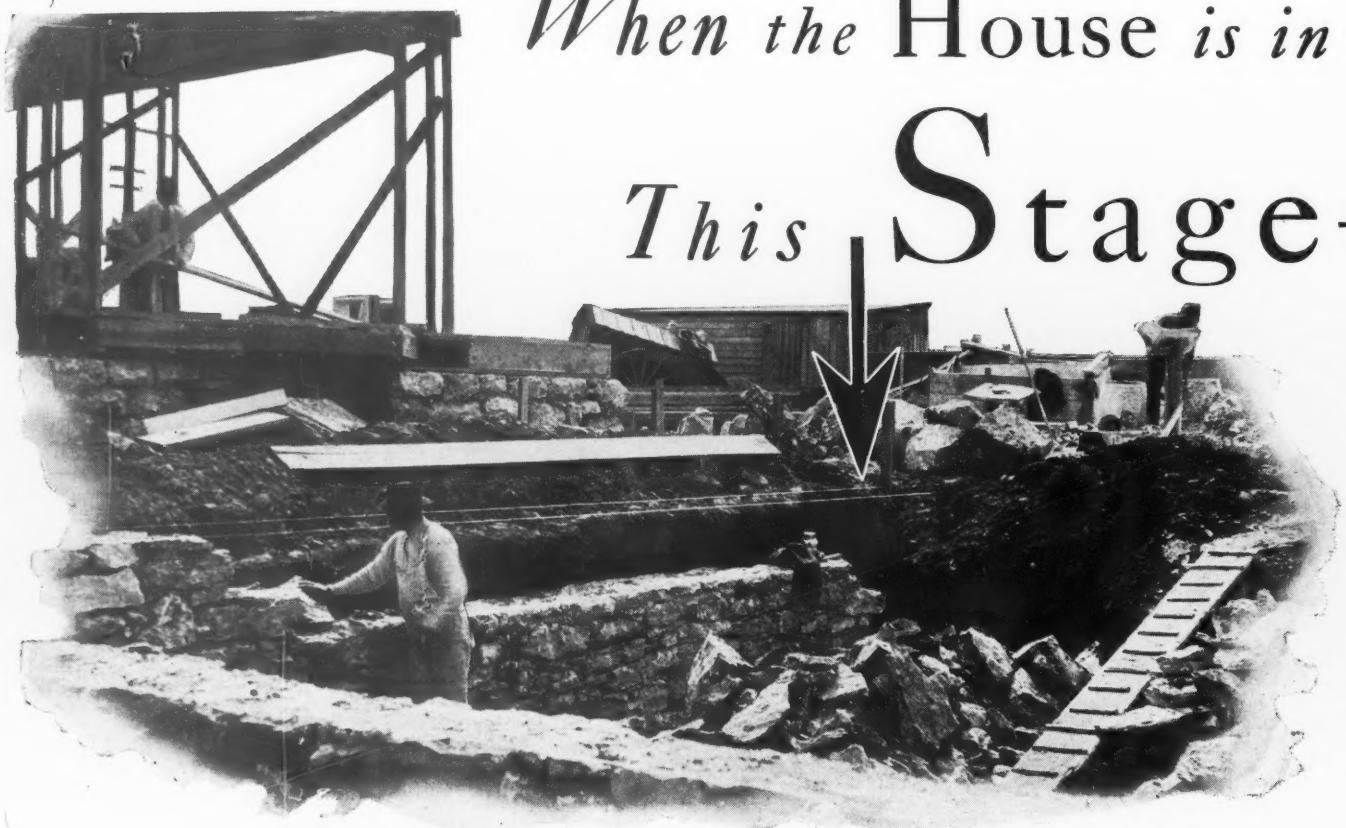
3. *The "SHORT - WAVE ADAPTOR" brings in foreign and amateur stations.*

4. *The "DYNAMIC SPEAKER" assures full-toned reproduction.*

5. *"FURNITURE"—radio's latest bid for "class" business.*

customers often select chassis and shop for cabinets which harmonize with their home furnishings. Style, just as in other lines, is becoming an immensely important factor in the radio industry and "furniture" is booming as an accessory.

Your customers will be interested in these five accessories. Show 'em. Talk about them to every customer.



When the House is in This Stage-

CUTTING down the overhead 13 per cent and at the same time increasing the volume of business 35 per cent has been the experience of the Hall-DeBaun Company, Inc. of Los Angeles. This transformation has been brought about by C. F. DeBaun within the last two years' time. Many of the factors involved in this change are personal, but there are certain underlying principles involved which would be applicable to any business.

In the first place, any fixture business located in a congested down-town district will profit, he believes, by moving to the edge of the residential section. Mr. DeBaun's own location is in such an outlying shopping center, on the second floor of a building of distinctive architecture given up to exclusive shops. Not only is the rent considerably lower in such a location, but Mr. DeBaun finds it superior in every way. The fixture business is not one in which the casual shopper plays an important part; the better jobs have to be gone after, no matter where the store itself is located.

DIRECT-BY-MAIL advertising, expert salesmen and impressively arranged quarters when reached are of more importance than a central location. As a matter of fact, too busy a street corner is a drawback rather than an asset. Most customers in the market for the better class of fixtures have their own machines, which they find difficulty in parking in the main business area. Even when that miracle is achieved, forty-minute parking rules limit the time of their visit, and their minds begin to wander back to their car long before that time is up. The ideal location, in Mr. DeBaun's opinion, is one on the edge of the restricted parking area. That he has achieved this desired end is shown by the fact that in

How the Hall-DeBaun Company of Los Angeles goes after lighting equipment business in the new construction field

his present location he finds that customers and former patrons are continually asking permission to park their cars for an indefinite period on his corner, finding it less trouble to take the street car from here into the main shopping district.

The second story, he finds, has equal advantages. In shopping for anything as important as fixtures, the public seems not to mind one flight of stairs. In any case, calls are almost always either by appointment or else the customer is brought by the salesman and hence is personally conducted. Once the place has been visited, there is no hesitation thereafter. A second-floor location has the advantage that it frees the store entirely from the burden of giving information. It is easily possible to save entirely the expense of one clerk whose time on the ground floor will be to a large extent taken up in answering questions not at all relevant to the fixture business.

The most important gain, of course, is in the reduction of rent. It is possible for the Hall-DeBaun Company in its present location to have a really beautiful display, with an impressive entranceway and three aisles in the main display rooms, permitting some twenty-five to thirty smaller booths and auxiliary rooms. In addition, there is an extensive shop. The entire rent for this desirable space is only \$250; it would undoubtedly be fully ten times as much on the ground floor.

Three weeks after the publication of a permit for the construction of a home valued at \$10,000 or more, the company mails to the builder one of these lighting equipment booklets. It is followed up by direct-mail advertising post-cards and personal visits of salesmen.

the Prospect *Gets This* Book

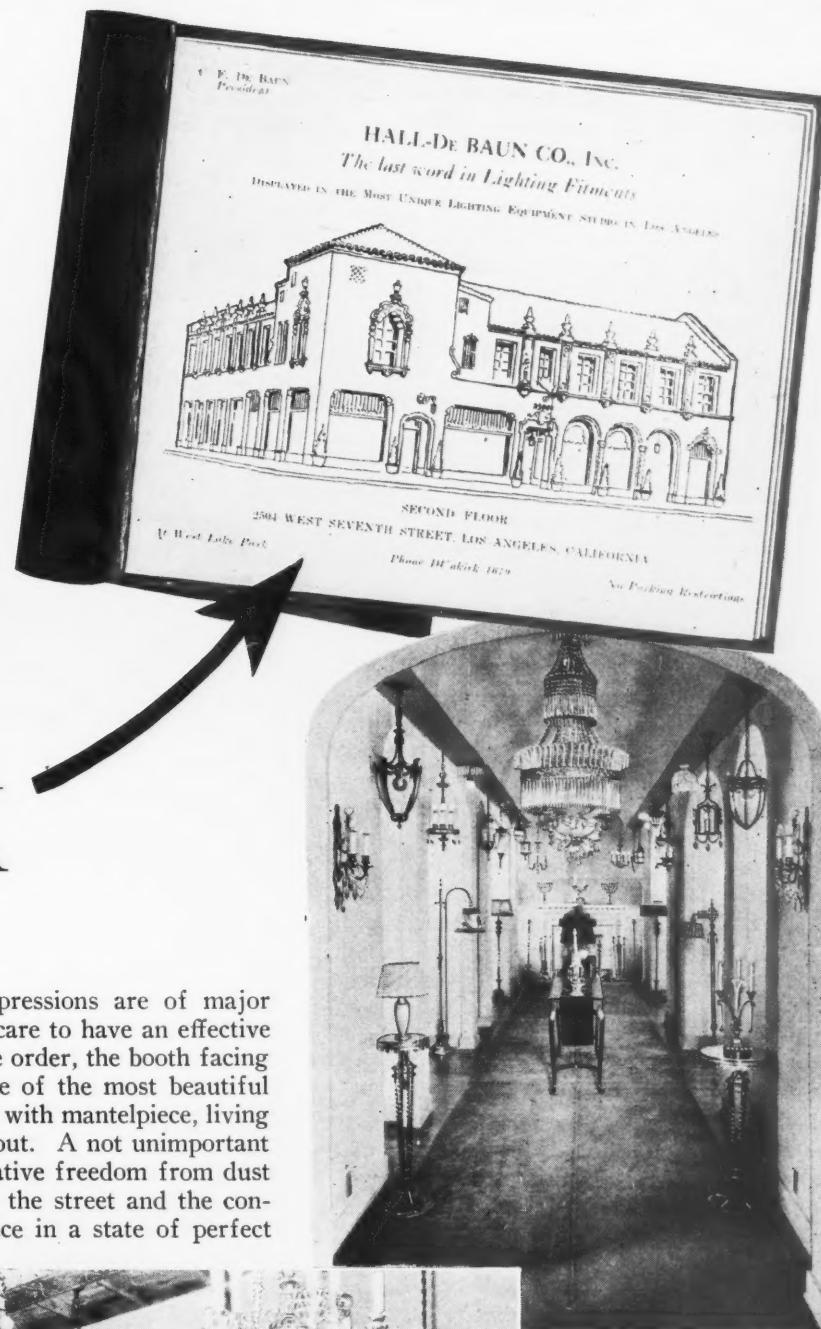
MR. DEBAUN believes that first impressions are of major importance and has taken particular care to have an effective reception room which is kept in immaculate order, the booth facing on this space showing always one or more of the most beautiful home fixtures in living-room surroundings, with mantelpiece, living room table and portable lamps standing about. A not unimportant advantage of the upstairs rooms is the relative freedom from dust as compared with a display room open to the street and the consequent lesser expense of keeping the place in a state of perfect cleanliness.

A second rule to which the fixture merchant desiring to better his business health should give careful consideration is that the sales force should be reduced to a minimum. In his own experience, Mr. DeBaun has found that three absolutely reliable and trusted men bring in more than six formerly did. His present employees have been with him from eight to ten years and understand thoroughly the principles upon which the business is conducted.

They are also familiar with the city and know something of the trustworthiness of builders and



The sales booklet contains a map, showing the location of the Hall-DeBaun Company's building and also photographs of the company's various lighting equipment showrooms.



owners. The mediocre salesman—and there are many of them—is too apt to make an effort to attain volume of business at the expense of quality. He will bring in too many prospects on whom time is wasted; too many who, after the sale is made, prove to be poor pay. With considerable over-building going on in all sections of the country, it is inevitable that there should be many in the building game who have poor financial backing. There is more than one instance to be recorded

like that of the Los Angeles fixture dealer who was proud to receive an order on a large apartment house, but who ended the transaction by writing up a loss of \$8,000 on his books—a loss that he was forced to take in preference to losing everything when the property was taken over by a mortgagee.

MR. DEBAUN believes that the easiest way to lose money is by way of poor accounts and conversely, that the first step to take in cutting overhead is to do away with them entirely. As this in the long run is synonymous with maintaining a trustworthy salesforce, he has concentrated on that accomplishment. His salesmen through long experience know the whole city, they have clients of their own and have ways of finding out the credit of the new ones. His advice to others in similar fields would be "Do not experiment in doubtful fields."

Thirdly, do not try to save on your labor. The most satisfactory basis for compensation in his experience, has shown itself to be salary, with a bonus on volume of business secured. Mr. DeBaun pays \$50 a week, with 3 per cent in addition. The salary serves to make the salesman feel himself more definitely a part of the firm, less on his own. He feels a greater sense of obligation, he does not pick up and leave so easily, he does not resort to questionable methods to build up a volume of business because this is less a factor in his own compensation. The bonus is sufficient, on the other hand, to keep him on his toes.

With somewhat the same thought in mind, Mr. DeBaun pays his workmen by the week and not by the hour. This keeps them better satisfied and the result is better work. Knowing that holidays and slack periods are not to be taken out of their time, they are willing to put in the few extra minutes which mean everything in an emergency. First class workmen, loyal to their employer, are the backbone of any business. Do not try to save on labor.

Keep records of the work done by your establishment and take pictures of the houses where you install fixtures, says Mr. DeBaun. Make all possible use of the mails to supplement the efforts of your sales force.

The DeBaun Fixture Company keeps an eye on all

building permits running over \$10,000; salesmen also note new jobs under way as they drive about town. About three weeks after the publication of the permit, when the building is about in the frame stage, they send a letter to the owner or builder. This first communication encloses a booklet, showing pictures of the fixture rooms and indicating on a map the location of the store. This is followed up in a few days by a double card sent through the mails. This also shows pictures of the shop, with the third page left blank, for a note. In this space are entered a record of some of the homes in that neighborhood whose fixtures came from the DeBaun shops.

The personal card used by representatives of the company is also a double affair, with pictures of the shop on the back; the stationary used in promotional correspondence has a half page folded across the front on which a list of customers can be entered. The information added in these spaces is always appropriate to the individual addressed, covering the names of customers who are home owners in their district, or of customers who are important people in the social world, or of other builders who deal with the company. This latter information, of course, is of particular interest, should the prospect be a builder and contractor.

THREE of these communications are sent out—and the effect usually is to bring the prospect into the shop. If not, they are followed up by a salesman, who builds on the knowledge the home owner already has from the communications he has received and usually is able to secure results.

The DeBaun company does no wiring, but advises on the wiring necessary to secure a satisfactory fixturing job. They make a specialty of individual order work, designing appropriate fixtures for given surroundings and dealing in attractive and unusual colors to fit in with the modern home.

"What would be your advice to the dealer who wished to build up his fixture business and at the same time cut down his overhead?"—the direct question was asked of Mr. DeBaun.

"Weed out the poor workmen in your organization and do not experiment with poor credit risks," was his reply.



For Display and Demonstration

This complete electric kitchen, with range, dishwasher, ironer, refrigerator and small table appliances, is in the main show window of the Northern States Power Company's store at Sioux Falls, N. D.

It is at once an excellent display and a demonstration kitchen. The doors and windows open into the store interior.

Disbecker Sells

VENTILATION

for Office and

Apartment

New York dealer canvasses for office sales, uses 'phone and direct mail to reach homes

MODERN ventilation sales methods are far different from the practice of a few years ago when ventilating fans were sold chiefly to restaurant owners and then only because the presence of bad air offended patrons and forced the expenditure. Today ventilation is bought by the apartment dweller as well as by commercial and industrial organizations.

According to H. Disbecker of the Disbecker Electric Appliance Company, New York City, ventilation selling is a *specialty* job. He devotes his entire time and organization to ventilation.

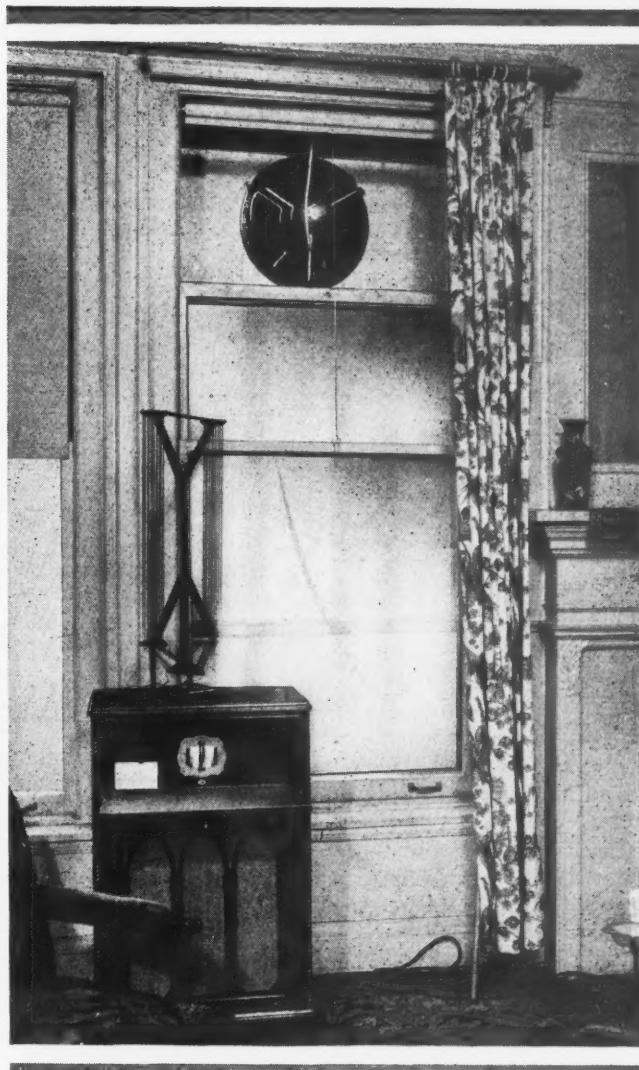
"Ventilation has no off season," says Mr. Disbecker. "In the Winter, when commercial and industrial ventilation sales slack off a little, the private residences and apartments become prospects.

"With the present trend of small apartment design, the ventilating fan is a welcome appliance, for the housewife in the apartment finds it next to impossible to keep the fumes of cooking of the kitchen from permeating the other rooms.

"Methods of selling the apartment dweller differ somewhat from arguments used in other residences. Door-to-door canvassing in the better grade of apartments is, as a rule, not permissible. Therefore, mail, 'phone and newspaper advertising is of importance in obtaining the 'entree' in each building. After the first fan is sold, it is an easy matter to obtain the interest of the customer's friends. In fact, the successful operation of the fan usually brings requests for more.

"TO SECURE customers for *office* ventilation, the cold canvass method is the best to use. The salesman calls on the office managers without previous announcement and interests them in improving air conditions as a step to increased efficiency."

That the ventilating fan is equally as important as the typewriter, adding machine and other devices of efficiency, is an argument which Mr. Disbecker has used many times and has never known it to fail. It appeals to the office manager and is a statement he cannot dispute.



This installation in the Chicago Electric Club is typical of what ventilation should be in home, office, club and hotel rooms everywhere

"In smaller offices where smoking is permitted, the ventilating fan is a means of personal comfort realized and usually taken advantage of by the executive. A wide awake salesman going through any office building will find a multitude of uses for ventilation just waiting to be suggested to the prospect.

"In both residential and commercial installations, neatness is one of the essential points toward obtaining new prospects from the satisfied customer. Where concealed wiring to the fan is impossible or not desired, metal wire molding is used. This makes a neat job which may be painted to match the trim of the room.

"In the residences and particularly the better class apartments, the panel on which the fan is mounted is painted to match either the walls or the trim."

HUNDREDS of ventilating fans have been installed on free trial by the Disbecker Electric Appliance Company. This has proved to be one of the most successful ways of closing sales. Time payments of five dollars down and five dollars per month is offered, but, as a rule, not taken advantage of. Most people pay cash. As the field of ventilation is broadening, the time payment is appealing more and more to the residential customers, and the salesmen will soon be able to use easy payments as a more important argument for ventilation.



"YOU'RE in the

By strict supervision of the sales force, continuous training and proper executive cooperation, this Johnstown, Pa., dealer has sold \$260,000 worth of refrigeration in two years.

MANY dealers who employ commission salesmen handle these men with "kid gloves." They are permitted to go into the field inadequately trained, report when they please and how they please, canvass when fancy seizes them and, in general, do a slovenly sales job. They start with a serious handicap because somewhere, sometime, the boss has heard of the reputed independence of commission salesmen; because he is afraid that his men will quit cold if he attempts to put them over the jumps!

J. W. Gilbert, owner and sales manager of the Johnstown Refrigerating Company, Johnstown, Pennsylvania, claims that though they may at first resent rigid training and strict supervision, commission men soon realize that it increases not only the company's profit but also their own. His method of directing eleven commission salesmen has sold \$260,000 worth of refrigeration (Frigid-air) in two years. And five of his men have been with him from the day he went into business!

Gilbert's showroom is equipped with a screened balcony furnished with a long, narrow table built against one wall, a dozen chairs, a roll-top desk for his crew manager and suitable bins for advertising folders and leaflets. The men report each morning at eight, proceed to the balcony and seat themselves at the table where they find a supply of 8½ by 11 inch forms headed "Salesman's Daily Work Report." On these sheets they list the names and addresses of all prospects called upon during the preceding day. In a column headed "Remarks," which appears after the name of each prospect, they jot down all available information concerning the kind of sales resistance encountered. If the prospect has yet to be sold on the desirability of electric refrigeration and uses an ice box, this is noted. If she wants an electric refrigerator but cannot decide which one to buy, this is noted. If it is price, cost of operation, indecision as to the type wanted, or any one of a dozen different factors which prevents the salesman from closing, these are all carefully included in the individual reports.

When this "chore" has been completed the crew manager passes from man to man and examines the individual reports, noting particularly the sales resistance encountered on each call. He then selects from the adver-

By W. W. McDonald

tising "bins" the leaflets which in his opinion best meet this sales resistance and turns these over to the men, indicating on the report sheets the prospect to which each circular is to be mailed.

The men sign the circulars, enclose them in plain white envelopes, which they address and mail later in the morning as they leave the building. The crew manager has made a careful study of the manufacturer's advertising dealer helps. He knows that there is available a "piece for every purpose." And by supervising these mailings daily he uses the dealer helps to best advantage and supplements the "punch" delivered by each of his men with a circular which helps lessen sales resistance.

The men next fill out prospect cards, in duplicate, for all calls made on the preceding day. These are very complete and list the customer's name and address, number of children in the family, number of adults, business address of the husband, check list of electrical appliances used in the home and complete data concerning the ice-box used, if the family has one. This latter classification usually gives the overall size of the ice-box, inside dimensions, location, weekly cost of ice and similar data which is of great value when the salesman prepares his argument for a follow-up call.

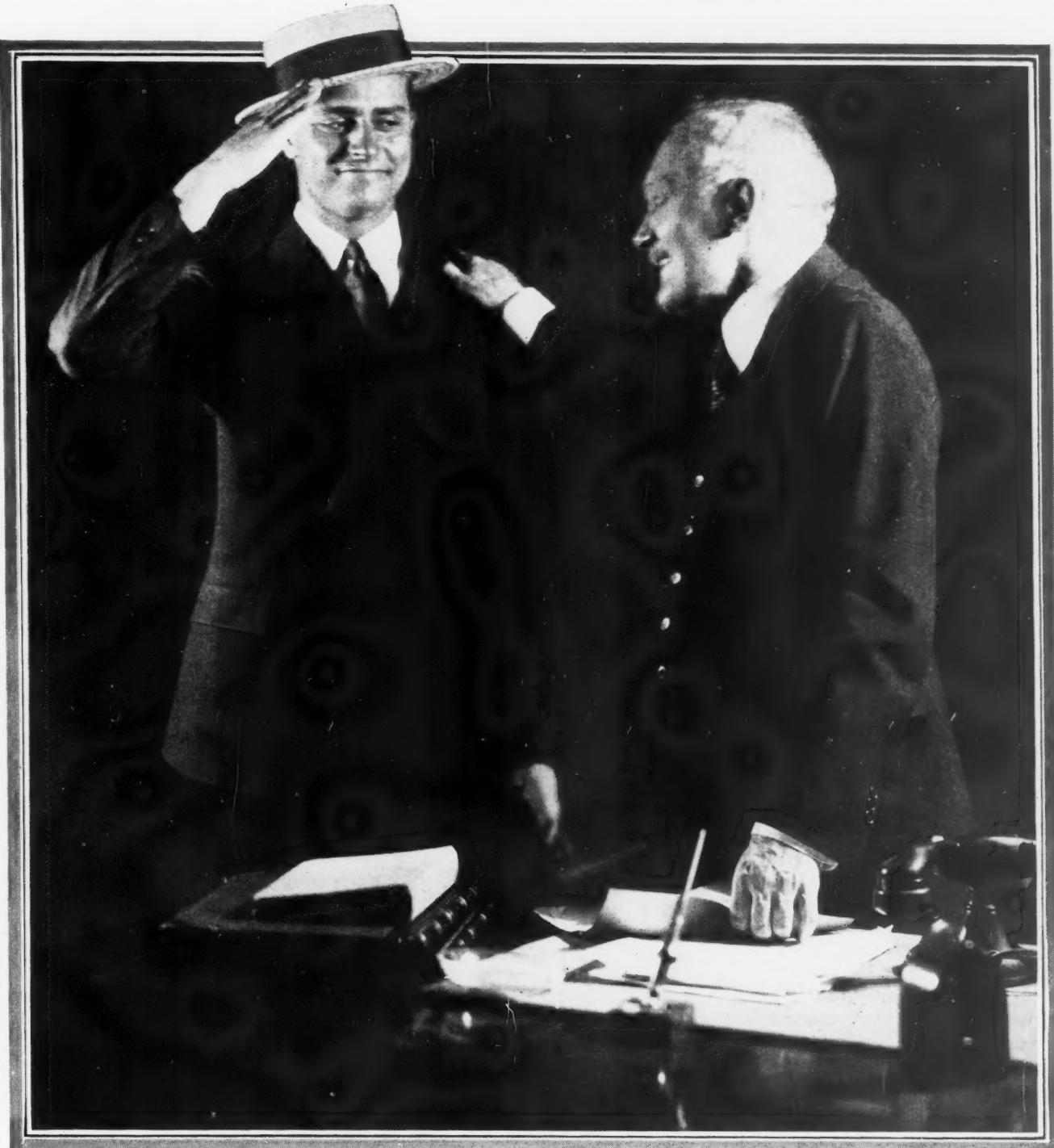
THE crew manager files one of these cards alphabetically by the name of the prospect and the other by the call-back date suggested by the salesmen or by the prospect. He checks the date file each morning and reminds his men of the calls scheduled.

This work is the daily routine of every salesman in Gilbert's employ and is usually completed before 8:30 a.m. It provides a means of keeping prospect files up to date with a minimum of trouble and expense, is a check on the work of the men and places direct-mail advertising where it will do the most good, when it will do the most good. In addition Gilbert's men receive systematic sales training which not only increases the efficiency of the older salesmen but serves as training for newcomers.

The manufacturer supplies a book containing a standard sales talk, which is a composite of the methods used by star salesmen selling for other retail organizations. At

ARMY NOW!"

J. W. GILBERT *Tells New Commission Salesmen*



"IT IS as deadly to send salesmen into the field untrained, as it is to pit an army of 'rookies' against a highly polished military machine. Both men and cause suffer. Even commission salesmen must be protected against themselves by intensive training and strict supervision."

8:30 each morning Gilbert's men stand in line before the crew manager's desk (the manager assuming the rôle of a prospect) and deliver a page of the sales talk from memory, sticking as closely as possible to the way in which it is written. With the number of men employed, it is simple to so arrange recitations that the entire book is covered each morning, each man delivering a page. As long as a salesman is in Gilbert's employ he must be prepared to deliver a page from the standard sales book per day. The book is memorized over and over.

WHY do I make the men go over and over the standard sales talk"? "Because it trains my new men and because it has been my experience that it prevents the older men from going stale," says Gilbert. "After a man has been in the field for a while he discovers that one sales talk successfully sells nine out of a possible ten prospects. He concentrates on frozen desserts, cost of operation or appearance of the refrigerator to the exclusion of other sales talks. But the tenth prospect springs something new, can't be sold with the 'pet' approach, and is lost if the man can not swing easily to another appeal. Familiarity with the standard sales talk, which is general in character, gets the 'tenth prospect.'"

At 9 a.m. all salesmen must be out of the store and on the selling job.

THE actual field work of the men is also systematically directed by this Johnstown dealer. When a man joins the force he is assigned a district and receives a commission for all sales which emanate from this district, 8 per cent for those which are closed in the store and for which no prospect cards have been filed and 10 per cent for the sales which he actually closes.

Gilbert's first step in getting a new man started, after he has absorbed most of the information in the standard sales book, is to supply him with a list of all the people in his district who use company refrigerators. With a briefcase full of inexpensive souvenirs, which may be new recipe books, souvenir thimbles, packages of needles or whistles for "Little Johnny," the new man proceeds to call upon all of these old customers, presumably to "get acquainted." He tells the user that he is the new man in charge of the district and that everything having to do with service, sales, etc., will clear through him. He also wears a button which distinguishes him as the "Frigidaire Man." He does *not* say at any time during his visit that he is a salesman. He is always the "new man in charge of the district."

The souvenirs and button almost invariably get him into the home of a user and there is usually some question about the operation of the refrigerator which he can clear up and so be of service to the housewife. He proceeds to do all he can to increase customer satisfaction and when about to leave asks the housewife if she has any friends who are interested in electric refrigeration.

Practically all sales closed by company salesmen come as a result of such work, using the old customer as a source of leads for new business. But in addition Gilbert requires his men to cold-cavass one day and a half per week in order to enlarge the sales circle in each district!

Each man carries a sales brochure containing pictures of the various models stocked, prices and specifications of boxes and units. These assist the men in closing sales in the field without demonstrating. The men do not report at the office in the evening and Gilbert does

not specify "quitting time." He *does* insist that they make at least six calls per day, however. The work of each man is checked daily, after they leave the store, by examining the daily report sheets which are excellent records of the work of individual men in addition to being valuable as a guide for the mailing of circulars. The men must also make repeat calls on all prospects at least once each month and naturally, after each call, the daily reports automatically route another circular to the prospect.

Gilbert stimulates his men with weekly quota campaigns. The names of all the men are listed on a blackboard in the sales-office-balcony, and for each \$25 in sales the men are credited with 1 "B.T.U." If the B.T.U.'s for the entire force run over 100 in any single week, high man receives a \$5 hat, or cash.

ONE-THIRD of the company's total business has been in the commercial field. Two men, who are specially trained to estimate on commercial jobs, work with store-keepers, hotels and other large users exclusively, but in addition Gilbert has devised a unique estimating form which permits his residence unit salesmen to quote prices on complicated commercial installations without fear of "garbling" the business. These forms are easily filled in with such pertinent data as the shape of the cold-room, counter or box to be refrigerated, number of doors and entrances in use, cost of ice under existing system and similar information which it is necessary to have in order to estimate intelligently. These are returned to the office, where Gilbert carefully checks sizes and recommends the proper unit or units, and the salesman later takes back his estimate on an appropriate form which not only gives specifications of the units suggested with prices but also compares the probable cost of operating the electrical installation with the present cost of ice. (The manufacturer thought so well of these estimating and estimate forms that they are now being printed as dealer-helps.)

GIЛЬBERT supervises his men on the "merit" system. That is, he "blackballs" them for lateness, less than the recommended number of calls per day, failure to follow up a prospect within one month or similar routine infractions. If a man falls below a reasonable average he is certain to be "jacked up about it."

"Just because a man is paid only for what he actually sells is no reason why he should be permitted to become lax in his work," says Gilbert. "Deadwood in a commission force ruins the morale of the men just as surely as it does in a salaried group and in addition a territory which represents potential business is permitted to go to seed. It is as deadly to send a salesman into the field, untrained, as it would be to pit an army of 'rookies' against a highly polished military machine. When they meet stiff sales resistance unprepared, they fall down hard. And both men and cause suffer. They lose sales and I lose sales. Commission men must be protected against themselves by rigid training and strict sales supervision.

"Naturally, some of the new men resent rigid discipline. They don't like it worth a darn. When they kick I tell 'em, 'Boy, this is a tough business you are in. Competition is keen. If you are not up on your toes all the time somebody else gets away with the bacon. Unless you are man enough to stick to your routine, you can't make money—and we can't use you.'

"You're in the army now!"



Table appliances are buffed and polished after repairs are completed and are returned to the customer "like new."

The man at the left is repairing a small grill. A co-worker at his right is working on a percolator and the employee in the foreground is putting a small motor back in working order.

"We Keep APPLIANCES on Our Lines"

AN ELECTRICAL appliance out of order is equivalent to no appliance at all, so far as its load-building contribution is concerned. Dealers as well as utilities are keenly interested in *keeping household appliances on the line*. For the unused device sets up a resistance to further sales. So the Duquesne Light Company of Pittsburgh maintains a repair department, the function of which is to *keep* appliances on the lines at the lowest possible cost to the consumer.

This department is not only helping the company to obtain consistent appliance load, but is also increasing public confidence in electrical household equipment.

The utility operates ten merchandising shops which are scattered throughout Allegheny County and Beaver County. Regardless of where appliances may have been originally purchased, Duquesne power customers are invited to leave the "sick" units, if these are small appliances, at any one of these shops. They are asked to report major appliance trouble at the shops.

Repairs have been principally confined to small appliances. (Refrigeration repairs are handled by distributors. Washers are also serviced by distributors.)

When an appliance is delivered to a store, it is given a tag bearing the name and address of the customer and the identifying name of the store. The clerk does *not* quote repair prices, merely telling the customer that the charge will be reasonable and that the repair department will telephone before proceeding with the repair, if the



cost closely approaches that at which a new appliance could be purchased.

A company truck makes the complete circuit of stores each day and picks up merchandise to be repaired, bringing this to the main office for check and then taking it to the Manchester Shops, 2101 Beaver Avenue, North Side, where the actual repair work is done under the direction of the superintendent of the shops.

During the month of March, which may be considered average, the following appliances were repaired:

160 electric irons	26 waffle irons
18 toasters and grills	7 vacuum cleaners
17 curling irons	24 percolators
7 fans	6 vibrators
3 hair dryers	2 bowl heaters
7 ranges (repaired in homes)	

Iron trouble was principally due to burnt terminals at the juncture of cord and iron and in some instances, frayed cords and open element circuits. Percolator "grief" was largely thermostat failure, with some element failure. Fans usually required cleaning and were inop-

erative due to lack of oil, or *over-oiling*. Vibrators usually required adjusting. All other appliances were usually in the shop as a result of open element circuits.

Only parts designed especially for the appliance to be repaired, these secured from the manufacturer or local representative of the appliance, are used. A considerable stock of parts for the appliances sold and guaranteed by the Duquesne shops is always on hand and many of these parts are obtained without charge in conformity with the manufacturer's guarantee. Parts for appliances *not* sold by the Duquesne Shops are obtained as reasonably as possible.

IF APPLIANCES to be repaired were sold by Duquesne, and the guarantee period is in effect when trouble occurs, repairs are naturally made without charge to the consumer. If the appliances are not guaranteed, or were originally sold by some outlet other than Duquesne, the customer is billed for the actual cost of the repair.

parts used and for the actual cost of labor plus 15 per cent fee on the *labor* charge to partially cover overhead expenses of the operation. (Iron cords are supplied without charge if the appliance terminal plugs are good.)

UPON the completion of the work, appliances are thoroughly tested (not by the man who made the repairs) and if the finish is nickel the appliance is buffed and polished. The use of standard repair parts and this buffing process puts a table appliance in almost new condition.

The appliances are then neatly packed in cartons bearing the name of the company (advertising leaflets furnished by the merchandising department are often packed with the repaired appliance) and are returned by truck to the Shops from which they were originally obtained.

The customer calls for the repaired appliance at a neighborhood Electric Shop, usually within twenty-four hours and is billed for the work by the central office.

DELIVERY RECORD		JUN. JULY AUG. SEPT. OCT. NOV. DEC.												NO. 14933	
File in Folder Under Serial No. File		Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.												NO. 14933	
Name _____	Date _____	District Manager's Followup (Check date to call back at top.)													
Address _____	Serial No. Del'd. _____														
Kind of Machine _____	Date Del'd. _____	Model _____ Dem. Date and Hour _____													
Demonstrate. Date _____	Hour _____	Dist. Mgr. _____ Salesman _____													
Dist. Mgr. _____	Salesman _____	Date Called Back _____ Remarks _____													
Received by. _____	Date Sold. _____	Date Called Back _____ Remarks _____													
Date Picked Up. _____	Serial No. Picked Up. _____	(Additional Remarks Other Side)													
Remarks _____															

The driver receives the left-hand side of this perforated, 4x12, card. It serves as a complete record of delivery demonstration and pick-up operations. The

district manager retains the smaller portion as a check record of the movement of each of the twenty-five demonstrators.

Demonstration Washers

THE Stenson Company, Inc., Duluth, Minn., averages 200 electric washing machine demonstrations a month. It is taking care of these assignments not with new machines but with a special group of washers which have been set aside strictly for demonstration purposes.

This policy has five distinct advantages, according to Administration Manager E. A. Reynolds, who has given both methods a thorough trial. These are:

both methods a thorough trial. These are:

1. The customer knows that the washer she buys will be brand new. She is told that a "demonstrator" will first be delivered and that later, if she decides to purchase, it will be removed and an unused washer substituted. This is a talking point not without its effectiveness.

2. She will be under no obligation to buy and need not worry about being "saddled" with an appliance she does not want because the concern's supply of demon-

strators is limited, consequently it must remove the trial machine within a three-day period as it will be needed for a similar purpose elsewhere.

3. The company is saved the expense and disturbing influence of holding a sale of used washers every few months.

4. It takes less capital to maintain twenty-five demonstrators washers than for twice that number of new machines if the latter are used for demonstration purposes. The special machines *must* be pulled at least every four days whereas, under the former plan, the new washer stayed out a week. Salesmen also are forced to move more rapidly. The necessity for arriving at a decision has a real fact basis. The salesman merely explains that he needs the demonstrator.

5. Demonstrator washers are reconditioned twice a year. This costs less than the more frequent attention slightly used new machines require.

Street DEMONSTRATION

at its best

Hildebrandt's truck brings electric refrigeration and oil heating equipment demonstrations to every residential neighborhood in Cleveland. And both appliances are shown in operation.



STREET demonstration of electrical appliances is not new. But the J. C. Hildebrandt Burner and Specialties Company of Cleveland, Ohio, has given it a slight "twist" which greatly increases its effectiveness.

Hildebrandt demonstrates electric refrigeration and oil heating equipment in Cleveland's residential districts using the truck shown in the photographs on this page. Mounted on a five-ton Chevrolet chassis is an oil burner, complete with fuel tank and furnace, and a Calvert refrigerator. Both appliances are continually *in operation*. Power is generated by a small generator chain-driven by the automobile engine.

The fuel tank of the oil burner may be seen cut into the running board of the car. The generator is shown in the close-up, mounted on a framework fastened to the car's front springs.

Little difficulty is experienced in getting an audience. This is accomplished in a number of ways, all of which produce worth while leads for both refrigerator and burner salesmen. At times the demonstrator merely se-

A small generator, chain-driven from the automobile engine, furnishes the current to operate the refrigerator and oil heater.

lects a likely looking street corner in the residential district and attracts a crowd by starting the burner and refrigerator, answering questions and passing out circulars to all people who stop. A number of prospects interested

in the Hildebrandt store have requested that the demonstration truck be sent to their homes. This is quite a productive form of lead and in such instances the neighborhood is circularized before the truck arrives, thus attracting other prospects from the neighborhood.

Factory parking grounds are favorite "auditoriums" for the truck. Such demonstrations are conducted with the consent of the factory executives during lunch hour and it is in such places that the largest audiences are obtained. The Cuyahoga fair kept it busy for a week.

From mid-April to November, last year, the truck covered 6,000 miles in Cuyahoga County. More than 100,000 people witnessed its demonstration.



MYSTERY WINDOW

"ONE of the most effective windows we have had" was the verdict of the Medford Electric Company on the mystery washing machine display recently exhibited, which stopped every passerby and brought many of them into the store to ask questions. The window was effective from an artistic standpoint, in the first place.

Then for the mystery, there was a mountain stream which appeared to rise naturally in the snows of the mountain, appearing as a flow of real water where the scenery suddenly became real as well as painted, flowing into the uppermost of the three washing machines which occupied the window.

Up to this point, the water was crystal clear. The water then emerged again over the apron of this first machine and flowed into the second. But in the passing it had become a bright red! As the stream passed again from the second machine to the third, it was seen to have become an equally vivid blue. Last of all it poured over the apron of the third machine and ran off into a gutter and thence to the back of the window, again crystal clear and colorless.

The mystery, of course, was of the simplest, each of the little cataracts being self contained, but the difficulty of its solution was sufficient to focus the attention of all who passed.

30%

Should Be

The most valuable space pays dividends on careful planning

HL. MILLER of Pasadena believes in the efficacy of windows. His store is well provided with them, an unusually deep entranceway and a corner location combined permitting excellent and varied effects. Each of the main display areas is in the form of an "L," with a display case in the center allowing for articles on which special emphasis is desired.

A great deal of pains is taken with window displays, holidays being prepared for sometimes weeks in advance. Special accessories necessary to bring out the desired effects are worked out in the store and movement and lighting effects are designed which will add color and interest to the beauty of the arrangement. Nothing is considered too difficult to attempt.

The time that the displays are permitted to remain in the windows is carefully considered. When a window proves to be especially successful it seems unwise to withdraw it too soon before all have had a chance to witness it. On the other hand, displays must be changed frequently enough so that they draw by their novelty. A window must never look forgotten in any sense. An overlooked poster describing an event even a few days past will ruin the otherwise excellent effect of a well-planned window.

There is a certain news element in a fresh arrangement which has its definite value. As a result of these various considerations a compromise has been reached which Mr. Miller has found most satisfactory. The display in the center window is changed every week and those in the two side windows every two weeks alternately. The two main displays in the side windows therefore each enjoy a two-weeks' run. On the other hand, the combined effect each week is new.

Announcement cards are given particular attention. As a rule these are fresh for each window, very few being held over for future use. Mr. Miller does not believe in ruining the effect of a window on which much care has been expended by economizing on cards.

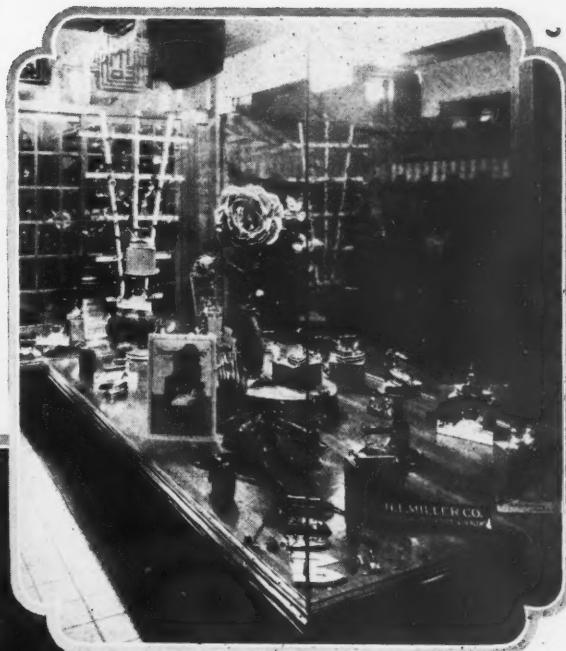
of the Rent

Charged to the Window

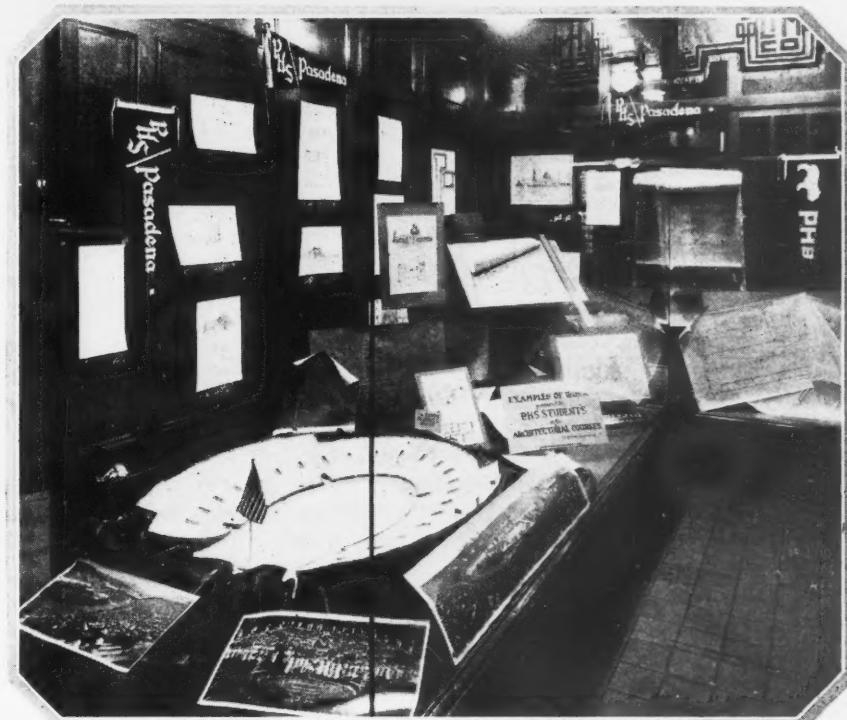


If all the people who love to read statistics were placed end to end, some of them at least might reach for their pocket books. At any rate, there would be quite a number of them. Mr. Miller has taken advantage of this very human love of figures in this window, which graphically illustrates how many vacuum cleaners of a given make are now in use in the United States by showing how wide a pathway they could clean in thirty minutes time, extending from Washington, D. C. to Los Angeles. The border of the window is made up of letters from users of the vacuum cleaner in question.

Occasionally it is a good idea to run a window which is completely "different." Here is one which features the prize winning designs of the architectural students of the Pasadena High School. On other occasions, Mr. Miller has displayed the work of the millinery class, or other student achievements. The windows have nothing to do with electricity, but they attract attention and arouse comment from the sheer shock of encountering such material on display in an electrical store. Incidentally, they bring the students and their parents to the store and establish new contacts well worth making.



Beauty of color combined with a neat appropriateness made this window especially effective. It was prepared for the week of the Pasadena Rose Festival and featured as a consequence the American Beauty Iron, which was shown in the heart of a gigantic rose. Neat cards, interesting exhibits of the inside of one iron and the display of another which had actually given twelve years of service without repairs, combined with a colorful drape, completed what proved to be an attention compelling window.



Through The

San Joaquin Light and Power Corporation pays for added load and gets it. Co-operative merchandising increases average

IN THE September, 1927, issue of "Electrical Merchandising," full details were given of the "Through-The-Dealer" plan of power company merchandising adopted by the San Joaquin Light and Power Corporation of California. This co-operative selling plan is an attempt to bring about that end desired by all power companies, the adequate building of domestic load and at the same time the maintenance of friendly relations with the retail branch of the electrical industry—with, incidentally, the hope of rendering through a united industry a better service to the public. As a "different" and constructive effort to attain a goal in which all are interested, this "Through-The-Dealer" plan has come in for a good deal of critical inspection on the part of power companies in all sections of the country who are wondering whether this is something which they themselves might not find profitable. Dealer organizations have examined it in the hope of finding here an answer to the problem of how the electrical merchant can legitimately be helped to solve his almost insoluble problem of making both ends meet, with a profit left over. Wholesalers have wondered just what its more general adoption would mean to them.

Believing that the interest in this plan is sufficient to warrant an impersonal investigation of its operation in practice, "Electrical Merchandising" sent a representative to the Fresno territory to make a survey of conditions as they exist today. Has the plan accomplished the results in building load which the power company had hoped for it? Are relations with dealers in this territory more friendly than they might be under other plans? Has the adoption of this plan served to make "paupers" of the dealers who are helped or do they rank well in enterprise with dealers elsewhere? What would happen if the power company should withdraw its aid? What is the attitude of the jobber? What does the public get out of it?

"Electrical Merchandising's" representative traveled some 500 miles over the territory served by the San Joaquin Light and Power Corporation, talking with dealers in all sections of this area, comparing records with those existing from the period before the introduction of this plan and judging as impartially as possible what the actual



H. H. COURTRIGHT, who worked out this plan of merchandising and who is demonstrating its success.

domestic use from 546 kw.-hr. in 1926 to 742 kw.-hr. in 1928. How the dealers feel about it

results of its adoption have been. The conclusions of this survey are reported below. "Electrical Merchandising" takes no stand of advocacy, one way or another. The report is given just as it was submitted by the investigator.

THE ideal plan of merchandising for which all power companies are seeking is one which will bring about satisfactory results in domestic load-building at a reasonable cost and at the same time will maintain friendly relations with all branches of the electrical industry, retail, wholesale and manufacturing. In justice to the San Joaquin Light and Power Corporation it should be said that it makes no claim for having achieved this panacea for all power company ills. Through H. H. Courtright, however, president of the Valley Electrical Supply Company (merchandising subsidiary of the central station), it has worked out a plan of merchandising which it believes meets its own requirements. The plan by its own merits has attracted nationwide attention and has already been adopted as a whole or in part by several other organizations. It has now been in operation on the San Joaquin system since 1924.

The essential feature of this plan of co-operative selling is the shifting of emphasis on the part of the California power company from the dollar-and-cent value of appliances sold through its merchandising branch to the kilowatt-hour load placed on the line through their efforts. The San Joaquin Light and Power Corporation wants an increased domestic load; it recognizes that it costs money to put kilowatts upon the line and it has announced itself as willing to pay for the job of placing them there.

This takes the form of a contract between the power company and the Valley Electrical Supply Company, its merchandising subsidiary, by which the latter organization undertakes the job of building domestic load, either through its own stores or through dealer sales, in return for which it is to receive a definite sum for every kilowatt of load added.

Dealer

By Clotilde Grunsky

THE Valley Electrical Supply Company has two stores of its own in Fresno and Bakersfield, the two largest cities of the company's territory, but its major effort has been to stimulate sales through the retail outlets, electro-gists, hardware stores, department stores, etc., already established in its territory. All sales possible in Fresno and Bakersfield are routed through dealer channels and in territory outside of these two districts, the power company makes no sales in its own name at all, but devotes its energies to assisting the dealer to build up his volume of business in all lines.

Specifically the aid rendered by the power company consists of some thirteen range salesmen kept constantly in the field to assist the dealers in closing sales and to make sales on



(Above) Main office of the San Joaquin Power Company, of Fresno, California, the Fresno store of the Valley Electrical Supply Company on the street floor. (Left) The Bakersfield store.

their own initiative which are assigned to the dealers co-operating with the power company in that particular territory. These salesmen are paid on a salary basis with commissions on the kilowatt load placed on the lines through their efforts, irrespective of the agency through which the sale is closed.

For the line of refrigerators which the power company is handling, the Valley Electrical Supply Company acts as distributors, with selected dealers assigned exclusive territory receiving full dealer's commissions on sales. Two service men are kept busy aiding dealers throughout the territory without charge.

THE sale of small appliances is encouraged by a system of monthly specials which the Valley Electrical Supply stores feature and which are supplied to co-operative dealers at cost, to be sold on the same terms as the power company. From 25 to 40 per cent down is asked with from three to four months to pay. These are intended to act merely as a stimulus to the sale of standard appliances. The dealers are not allowed to overstock and all surplus is withdrawn promptly at the close of the sale period. With all appliances merchandised jointly, the power company runs a generous amount of co-operative advertising, in which the names of all co-operating deal-

Just a Few Days!

TO SECURE
At This
**SPECIAL
PRICE**
one of these
\$6.50
Hotpoint
Toaster
ONLY

\$4.95

\$1.95 Down—Balance in two monthly payments of \$1.50 each now and secure one before they are gone!

agair Hot
A Beautiful 6-Cup
Cline's Electric
906 MONTEREY ST.

Percolator

It's just the sort of Percolator You Would Choose But could never hope for at a price so low as this

\$6.95

Mail Orders
Shipped Prepaid
to any point in
the Valley

Our Easy Terms Plan Makes It Possible for You to Use the Percolator and Pay the Balance Later

\$1.95 DOWN
Balance in Small Monthly Payments

Drink Delicious Hot Coffee—
Made Electrically it is excellently full flavored

No need is better than the coffee served. Coffee that is bitter—the fact is the true coffee flavor is worse than no coffee at all. Yet it is to the taste of the true coffee flavor that the Hotpoint Percolator is designed to make better coffee—and it does that—most excellently, but regularly.

Functioning on a well known scientific principle, that of pumping and percolating, it uses the full flavoring grounds. The true coffee flavor is extracted and the bitter taste is left in the coffee grounds—result: good, full flavored coffee. You can have it when you want and quickly conceivable whenever you want it. Made right at the table the convenient way, with all the delightful aroma and satisfying result.

If you are now saving the difference in your favor, The improved coffee this Percolator will make will be a source of saving satisfaction to you.

PERCOLATOR SALE NOW ON—
ENDS SATURDAY, APRIL 21 ST

The "Trojan"—a Decorative Design brought to us from the history of ancient Trojans

For safety and beauty or surprise anything we have ever offered as a decorative percolator. It has a heavy cast metal spout, hinged cover and small service plug. The beautiful nickel finish is highly polished and of excellent quality. The elements in the famous "Hot point" are so constructed as to insure an efficiency that starts the pump operating almost immediately.

The decorative design is so brought down through the ages from ancient Trojan days that it is beautiful. There is a safety fuse in the bottom that is protection against elements burn out. At the all it is a percolator that will live up to its name—decorative, safe, reliable, artistic and device tree beauty—and as to value it has no equal.

VALLEY ELECTRICAL
SUPPLY CO.
Merchandise Division of San Joaquin Power
Fresno, Calif.
BAKERSFIELD, PHONE 3200
FRESNO, CALIFORNIA

Cooperating Merchants—
The Percolators on sale by the following
Business Men Co., Folsom Glass Co.
1011 Main Street
Folsom, Calif.
Fresno Hardware Co.,
911 L Street
Fresno, Calif.
Folsom Electric Co.,
111 Fulton Street
Fresno Electric Co.,
2201 Main Street
Folsom, Calif.
Folsom Hardware Co.,
912 Van Ness
Folsom, Calif.

ers are run as well as that of the Valley Electrical Supply Company itself. Dealers also advertise. Additional help in the form of promotional meetings, demonstrators assigned to dealers' stores, friendly advice and other occasional aids are given from time to time.

The first question asked by one who wishes to know how well this plan has worked in four years of trial is of course whether or not the San Joaquin company actually has attained the results in sales which it desired. Have as many appliances been sold as if it had expended the same money in selling through its own channels? Has the increase in kilowatt-hour load been satisfactory? There is, of course, no answer to the first question, which is purely hypothetical. The fact is probably that the power company could have increased the domestic load by larger spurts for any given year by means of high pressure selling under its own direction, but there is some question as to whether the result at the end of four years,

RADIN & KAMP
FULTON AND TULARE
PHONE 32231

Electrifying the Home Lessons Household Responsibilities

Hotpoint Percolators

After April 21st the Regular Price of this Percolator will be \$10.00

\$6.95

Cup Size-Nickel Plated Cover and Small Service Plug—in utility and beauty it surpasses anything we have ever offered in an electric percolator. The heavy cast metal spout, hinged cover and small service plug. The nickel finish is highly polished and of excellent quality. The element is the famous "Hotpoint" Calrod construction protected by a safety fuse.

1 95
Down

One of the co-operative advertisements run by the Valley Electrical Supply Company and tie-in ads run by dealers at their own expense. Also an ad from a dealer who is pushing ranges and water heaters.

or, better still, the result which will be attained at the end of ten will be very different under either system. Their aim has been not phenomenal but steady growth, such that the dealer could expand from year to year to keep up with it. And the record attained has been no mean one. An increase of 20 per cent yearly in volume of appliance sales, a steadily maintained yearly increase of 100 kw.-hr. per consumer in domestic load is looked upon by the power company itself, at any rate, as eminently satisfactory.

ACTUAL figures for kilowatt-hour domestic load on the lines of the San Joaquin Light and Power Corporation are: 1926, 546 kw.-hr.; 1927, 642 kw.-hr.; 1928 (estimated on present figures), 742 kw.-hr. When these figures are compared with those of 435 kw.-hr., per domestic consumer, which is the average for all power companies in California, and 400 kw.-hr., which is the average for the entire United States, the record shows up favorably. The average customer on San Joaquin lines spent \$22.55 for appliances in 1926, \$31.15 in 1927 and it is expected that 1928 will bring the figure to \$35. The average customer in the Pacific Coast states spent \$16.28. These figures are for 1926, later statistics not being available.

For putting this load on the line, the Valley Electrical Supply Company received from the power company \$5.08 per kilowatt of range and water heater load. For every kilowatt added through the sale of "specials," it was subsidized to the extent of \$3.66. For the sale of commercial cooking, industrial heating and domestic air heating, as well as of refrigerators, vacuum cleaners, washing machines and all other standard appliances, it received nothing at all. The total amount of merchandise sold in 1927 was about \$600,000; this year it will come nearer to reaching \$1,000,000. For securing this business, the power company will pay between \$30,000 and \$40,000 in

addition to the profits made by the power company's stores.

In comparing their own costs of obtaining domestic load, with these figures, power company officials should be careful to include the salary of officials supervising this work, costs of range promotion, all those items which come under the accounting classification of "New Business-Domestic," advertising and other incidental costs involved in this department of the business. Nor is it fair to take an average figure for all load building and compare it with this allowance, for industrial load often comes in large units which may require little or no expenditure for their securing. Natural increase in the number of consumers added to the lines is also to be discounted.

The company which puts no effort at all into load-building, still has a certain amount of growth forced upon it and will show statistically an excellent kilowatt increase for every dollar expended. The San Joaquin Light and Power Corporation arrived at this figure by a careful analysis of all expense to which it would be put were it to merchandise this equipment directly. The \$5.08 and \$3.66 represent the sums they feel they would have to expend to put these kilowatts upon the line under any system; they are merely spending them in a different way to bring about the same results.

DOES the plan bring about friendly relations with the dealers? A trip through the territory served by the San Joaquin company and talks with dealers in all sections of this district prompts the answer "yes." All dealers of any consequence in the territory seem to be co-operating with the power company in some form of the work.

The record is eighty-six co-operating in range sales, forty-eight in handling refrigerators and one hundred and six in all taking advantage of some portion of the plan. These dealers are not all alike in their attitude. There are minor grievances to be unearthed by questioning and there are individual merchants who feel that they have not been fairly treated in assigning range sales to their credit. These are matters for individual adjustment by the power company and usually can be smoothed out. Such minor frictions were confessed by the power company, moreover, not reported by the dealers. Without exception those interviewed expressed themselves as enthusiastically approving the system of co-operative selling as practiced by the power company.

Comparing the conditions with those in other territories

visited in other sections of the country where other systems of power company merchandising are in effect, the advantage in good feeling must be given to the "Through-The-Dealer" plan. It has unquestionably brought about a friendly attitude on the part of the retailer toward the power company.

The question has been asked as to the effect of this plan of the dealers receiving help. There are those who question the value of all types of co-operative help, claiming that it tends to make the recipient a "leaner." It has been suggested that the advertising done by the power company merely replaces that which would otherwise be done by the dealer himself, that the salesman in the power company pay merely substitutes for the salesman the retailer should have in his own employ. After investigation, it is certainly reasonably safe to say that this is not so.

The character of the dealers throughout the San Joaquin territory is of at least as high, if not a higher class than that found in other similar districts elsewhere. This is an agricultural section and has for the last five or six years suffered from the depression which has affected farmers in all parts of the country.

And yet the impression one gets in traveling through the Valley is of a series of progressive and prosperous stores, one after the other, well-lighted, well-planned, with alert proprietors, each doing his share of local advertising, employing salesmen on his own initiative as his territory permits, out in the field himself after the business. It would be difficult to find another territory where the retail outlets average so high.

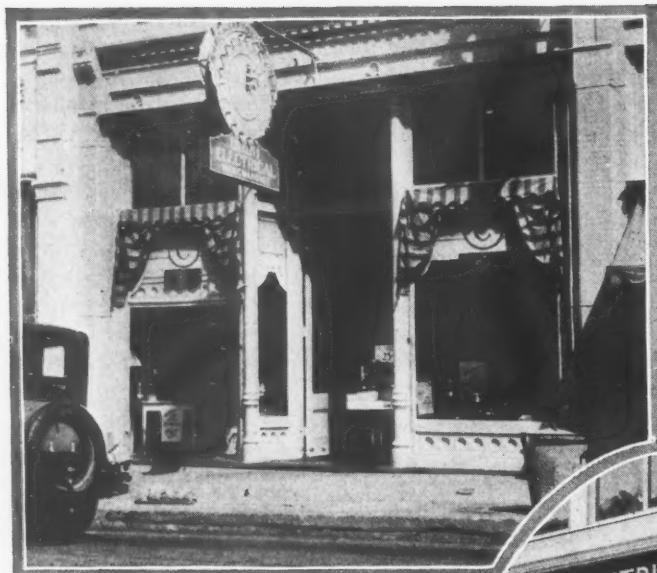
THE record attained in the sale of refrigerators is an illuminating testimony. The manufacturer of the line of refrigerators handled, at first refused to allow the power company to take exclusive rights in the district unless it was to merchandise this one article itself. The San Joaquin company, however, stood out for the "Through-The-Dealer" plan which the manufacturer at length agreed to, making the provision, however, that quotas must be met.

Refrigerators are now handled exclusively by dealers in all parts of the San Joaquin territory except in Fresno and Bakersfield where the power company's stores have their distribution. It is the dealer's own salesmen who are out doing the selling—the power company's range salesman does nothing in this field. The results have been more than were hoped for. This territory has been the only one which has never failed to meet the manufacturer's quota—in fact, it has been regularly a month ahead



A co-operative display between dealers and power company at a county fair. The farther booth is that of the Bakersfield store

of the Valley Electrical Supply Company—all the others are booths of Bakersfield dealers.



The stores shown on this page are typical of the electrical dealer establishments throughout the San Joaquin Valley. Power company co-operation has built up an aggressive merchandising spirit in many of these dealers. They do not concentrate on the co-operative specials but endeavor to build a well-rounded business for all lines including ranges, refrigerators and water heaters.

of its quota. In some months, the power company stores have fallen down, but the dealers in the rural districts have done such a good job that they have more than brought up the total.

Wherever possible, comparisons were made with conditions in the same territory before the co-operative plan went into effect. Dealer "A," for instance, stated that in the year previous to the inauguration of this plan, he had carried one range on his floor which he had finally sold at a discount, fearing that it would be left on his hands. Last year he sold 52 ranges and expected to better the record in 1928. In his case, he stated that the power company salesman did not bring in many leads but had proved most useful in helping to close sales. He has four salesmen in the field and a demonstrator in his store.

He states that solely on the basis of the knowledge that he was free from power company competition and could count on their co-operation he has recently doubled the size of his store and moved into new quarters. Dealer "B" has since the inauguration of this plan expanded his store, improved his window lighting and added an outside salesman. Dealer "C" states that the system had made possible his entrance into the field of heavy appliances, which now are the backbone of his business.

These statements are typical. In general, it may be said that the electrical retailer, hardware man or whatever the outlet might be (a wide variety of types were investigated) formerly did not feel in a position to handle the heavier appliances. His stock consisted of small appliances and was profitable to him only because it was combined with contracting, or hardware or the general farm supply business. Under the present system, he feels safe from power-company competition; he has learned that he can handle appliances which will bring him profit enough



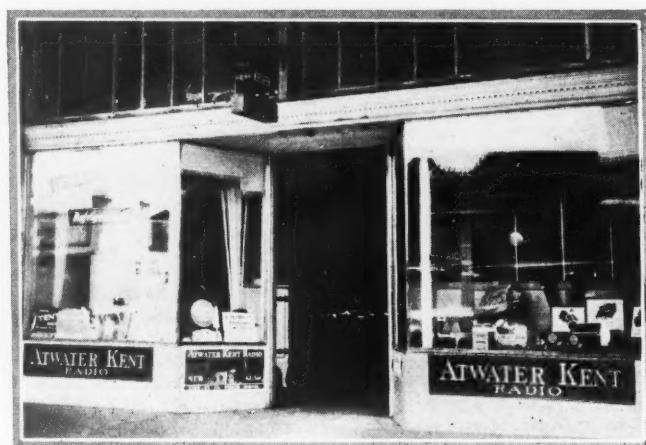
to justify his putting in his efforts and he is spreading out and improving his business in many ways. In response to a direct question, it was stated that fifty per cent more salesmen are employed by dealers throughout this territory than were employed before the co-operative plan went into effect.

One element in the situation which is not to be overlooked is the fact that the power company regulations require that sales initiated by the power company salesman in the field shall be assigned to that dealer who is doing most to co-operate. This means that the dealer is stimulated to put his own effort into selling. If he does, he cannot be said to be injured by the help offered. If he does not, he does not receive the help. Records for 1927

show that of the appliances sold in San Joaquin territory, 65 per cent were sold through dealer channels. As records from the country as a whole show that, in 1926, the power companies on an average did 42½ per cent of the merchandising, dealers 27 per cent, department stores 15½ per cent, and others 15 per cent, and that in 1927 the proportion of power company merchandising had increased to more than 50 per cent, the record for this district indicates the dealers to be considerably more active than they are elsewhere.

DOES the specialty system spoil the market for standard appliances? There are, of course, two schools of merchandising, one of which believe that "specials" stimulate sales of other stock and one which sees in them merely a form of the cut-price evil. Many of the best merchants of the country, including all of the department stores, are on the side of the "specials." Records of the Valley Electrical Supply Company stores show that sales on specials made up less than 10 per cent of their total volume of sales.

Records on sales made through retail outlets are not complete but indicate about a similar proportion, and there is every indication that the use of "specials" to stimulate trade has increased the sale of standard appliances, rather than decreasing it. One dealer, who, inci-



dentially, stated that small appliances made up a very minor part of his business, was of the opinion that the public was inclined to wait for a bargain and did not buy between times. But for this one testimony, there were any number who felt that other appliance sales were stimulated. Said one dealer, "Specials bring people into my store whom I have never seen before. They represent very largely sales I would not have made otherwise. In two previous years I had not sold one cooker, for instance; the first year the power company ran a special on them I sold one hundred—some of them at standard prices between sales."

Another dealer testified that the sale of a toaster at reduced rates had increased rather than decreased his sales of better grade toasters. He said that frequently when they came in to buy the special advertised, he was able to sell them a more expensive make. These are but samples. Every effort is made by the power company to keep the supply of specials ordered by



Typical of the merchandising spirit of these dealers is this attractive window with a holiday tie-in.

the natural desire to make the company's store pay stand in the way of absolute co-operation with the dealers? The answer to this question, is that the power company's store does not always pay. In the words of Mr. Court-right,

"The objective with our stores is to do a little more than break even and to put everything we do make back into promotional and educational work. The making of a large merchandising profit is a minor consideration." The personnel of the power company are kept on their toes, of course, and there is no slackening of effort to make the stores a success. Range salesmen in the field co-operate with dealers just as in other territories. Any dealer can call upon the salesman for aid in completing a sale.

As the salesman is paid as much for such a sale as one he makes for the power company direct, he puts equal effort into making the sale.



Another of the enterprising dealers in the San Joaquin territory (this time a hardware store) indicating the type of retail outlet which flourishes in the small country town under this system of co-operation.

the dealers to a conservative minimum consistent with good merchandising and to take back those not sold promptly.

Specials are run only on items of non-advertised makes, although they must be of good quality and the manufacturer must have permanence and standing. There is general agreement that the power company plays fair and itself uses the special only to stimulate other sales, not as a means of cutting prices. No criticism is expressed by dealers of any practice in this field.

THE question has been asked of how this system works out in territories where the power company has a store of its own and is actually in competition with dealers. In Fresno and Bakersfield, for instance, does

In Fresno and Bakersfield, the Valley Electric stores hold the exclusive refrigeration responsibility, but local dealers are allowed sub-commissions increasing in amount according to the volume of business they do until it is possible to secure the full commission, providing their effort, reflected in sales, justifies it. To encourage the public to purchase through the dealer as well as in the power company stores, demonstrators are sent around to promote the sale of specials in the dealer's own window or entranceway.

These demonstrators are instructed to point out to the public that the power company is back of the appliance wherever it is bought and that in fact it prefers to have the sale made through the dealer. Retail outlets in both cities express a thoroughly friendly attitude. Now,

how does all this shifting of business affect the jobber? The power company has forestalled criticism on this score by making all purchases possible through the jobber and spreading this business about, so that it does not all pass through one jobber's hands. Further than this, the testimony is that an increased volume of merchandise is now sold throughout the territory, not only merchandise procured through the agency of the power company, but other lines as well. This means an increased business for the jobber and in most cases he will be found to be well content. The leading jobbers of this territory have expressed their approval of the plan.

SOME criticism of the plan has been made by manufacturers whose products have not been selected by the power company for co-operative merchandising. They contend that the "Through-The-Dealer" plan tends to concentrate sales through a limited number of manufacturing and wholesale channels, specifically that the buying of ranges is not quite so diversified as it would be were each dealer selecting his own make to push. Were the power company doing its own merchandising and the dealer out of the range business, it is obvious that channels would be even more restricted.

There is a distinct advantage, also, in having all branches of the industry recommending the same type of merchandise and not "knocking" rival lines. Also, the public has the advantage that it is assured the lines carried have the power company sanction and are of first class quality. When it comes to small appliances, the fact that ninety per cent of the sales are authenticatedly of standard appliances not in any way supervised by the power company seems adequately to answer the criticism.

WHAT would happen if the power company should withdraw its aid? Would the dealer do as well as he did before it was given? Unquestionably, yes. He would not do as well as he is doing now, of course, but why should he? The San Joaquin company is carrying out the plan which it feels will produce maximum results. There is no question, however, but that the most enterprising dealers would endeavor to meet the goal they are now attaining.

In other words, their strength has not been sapped, but if anything has been added to by the system of training they have received. Here are some of the benefits which individual dealers on various parts of the San Joaquin system have testified that they have received:

1. The dealer is free from the fear of a power company competition he cannot very well meet, and therefore can afford to extend his efforts and increase his capital.
2. The dealer has the advantage of the power company's prestige behind his own. The help of the power company salesman in closing a deal will often bring results because of this weight of authority. Co-operative advertising gives this advantage to him personally as well as to the merchandise he carries.
3. He has the help of an expert in both range and refrigerator fields to help him in lines where he himself may not be an expert. He has the educational advantage of this association.
4. He has the advantage of the power company's services in testing out new equipment and keeping him in touch with progress in his field.
5. He has the full advantage of the merchandising knowledge of the power company in planning campaigns, advertising, and so on and can and does go to their officials for friendly advice.
6. In emergency, that is, in case of the jobber not having the article in stock, he can turn to the nearby power company store as to a jobber, often saving himself the loss of a sale which would have resulted had he had to wait for delivery from San Francisco.

7. He has the use of the power company salesrooms to which he can bring or send his customers to inspect stock, without any fear of having his sale taken from him.

8. He secures a better discount on refrigerators than was possible previously when he was allowed only the sub-dealer's commission. In all transactions with the power company he is sure of an adequate margin of profit to repay him for his efforts.

9. He can profitably take advantage of the business building "special," which he could not afford to handle if he had to swing the deal individually.

10. His overhead is cut because the power company is sharing the expense of advertising, demonstrating and field salesmen. He may spend just as much money as previously or more, but on account of the better volume of business he enjoys, unit costs are less.

THESE are testimonials offered by the retail merchants themselves. According to statements emphasized by dealers in border territory, perhaps the most important achievement of the "Through-The-Dealer" plan is the fact that it places the power company in the logical position of rejoicing whenever a current consuming device is added to the line, no matter who adds it.

One dealer in a border town, where he worked under both systems as represented by two power companies, testified to the fact that he was in continuous difficulties with the salesmen of the power company selling directly. He had gotten so he was afraid to mention the name of any of his customers in the presence of a power-company man because he might find his prospect taken away from him. He had faith in the good will of the officials of the company, but nevertheless he kept his prospect list under lock and key and could testify to more than one case where a too friendly openness on his part had led to the loss of a sale. Such conditions are, of course, not a necessary feature of direct power company merchandising but testimony of this sort indicates that they are a danger.

What does the public get out of the "Through-The-Dealer" plan? The power company feels that it is an advantage to the consumer to have a united industry pulling together, not criticising each other as rivals.

They receive a more progressive and up-to-date service through their dealer, because through power company co-operation the retail outlet is kept in touch with every new advance in method and equipment. That the public appreciates what they get and reacts to the treatment is shown by the unusually friendly relations which obtain between the power company and its consumers throughout the San Joaquin system.

THE contractor-dealers believe in the "Through-The-Dealer" plan, as indicated by the fact that the California Electragists officially approved this plan at their 1926 convention and urged its wider adoption. The California members of the Pacific Coast Division of the National Electrical Wholesalers Association have expressed their commendation of the plan in an authorized letter to the president of the California Association of Electragists. The San Joaquin Light and Power Corporation has in its own opinion achieved results which, although not ideal, are better than it believed attainable under any other system of dealer relations. It feels that it is receiving adequate returns in domestic load for the money expended and that at the same time, it is building a friendly and prosperous retail industry in its territory. The exact methods of putting the plan into effect are not important—indeed, they are changed from year to year, but the company believes that the principle is right and that here at last is a workable solution of the problem—who shall do the merchandising?





Why CUSTOMERS COME BACK

By W. T.
GRANT

*Chairman of the Board
of Directors, W. T.
Grant Company*

I HAVE come to a realization that one law is at the basis of any success that we may win. If that is true, let us haul it out and get it to work right. That law is that we must GIVE before we GET. This is a rather crude way of stating it. We have prattled about it for years, but we didn't understand all we knew about it. It is the old service stuff.

If you will be patient with me, perhaps I can show you that this law is not sufficiently recognized. Have you ever gone into a store to buy a pair of shoes or a hat and had one of these slick super-salesmen come up to you with that wonderful approach which said quite plainly, "Well, Mr. Hick, how much can I get out of you, and how quickly can I get it?"

Once in a while you will meet a salesman who seems to be entirely unconscious of anything but the desire to give you exactly what you ought to have. No super stuff there, but plain, good human relationship. Even if you have to pay extra for what you buy, you go out contented. Next time you really would "walk a mile" to go back to that fellow. *He radiates a spirit of wanting to do something for you.*

Let me tell you that the common ordinary run of customers have got your number and have got my number down to a fraction of one per cent. If you and I are more interested in getting their money than in doing something for them, they know it. No matter how dumb they are they don't need a thermometer to tell them when it is hot. Neither do they need anything to tell them if we are cold and calculating. We can't fool them. If we think we can, we are only the greater fools, ourselves, because we are flying in the face of the law, that we must give before we can get.



MORE ARE SOLD ATTACHMENTS



This new "all-purpose" Eureka may be converted in a few seconds for cleaning automobiles and all hard-to-get-at places in the home. The complete set of improved Eureka attachments includes:

25-foot converter cord Radiator tool
Floor polisher Detachable brush
8-foot cleaning hose Upholstery nozzle
Extension tube

Retailing at \$8.00

Since the advent of the great Model 11 Eureka, Combination Home and Automobile Cleaner, the famous Eureka attachments have become a new source of easy and substantial profit to dealers, and are a greater factor than ever before in the sale of the cleaner itself.

So strongly does the convertible automobile feature appeal to men—so generally do women appreciate this added convenience and wider usefulness in the home—that 96 out of every 100 Model 11's (more than any other cleaner) are sold with the improved set of attachments.

Grand Prize EUR VACUUM

EUREKAS WITH

than any other cleaner

What is equally important—the new and exclusive advantages of the Detachable Handle, combined with "Super-Vacuum" and many other improvements, are proving a powerful incentive to present users to trade in their old, inefficient electric cleaners.

Today the Eureka franchise is more desirable, and more valuable, than in the entire 18 years of Eureka's history. For information about the dealer opportunity in your territory, write or wire the factory.

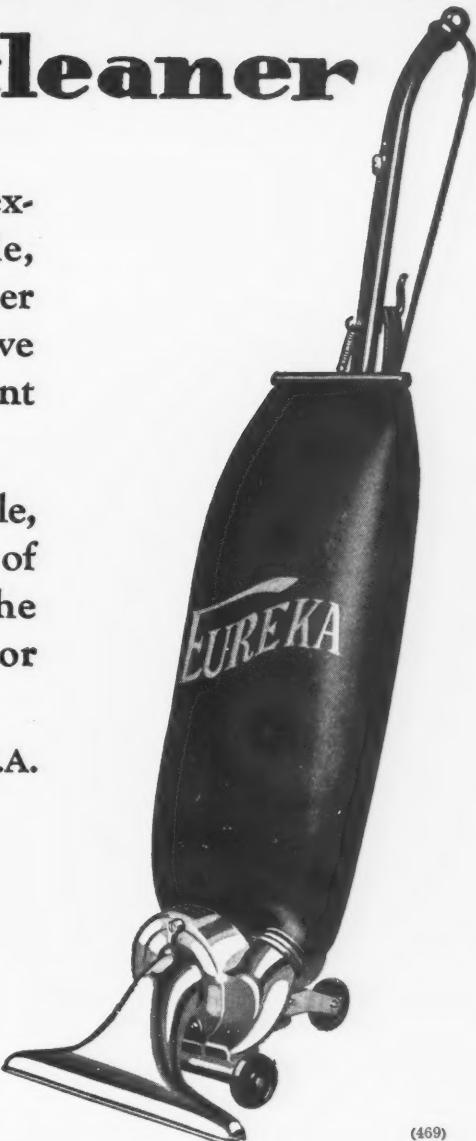
EUREKA VACUUM CLEANER COMPANY, DETROIT, U.S.A.

Largest Manufacturers of Vacuum Cleaners in the World

Canadian Factory, Kitchener, Ontario. Foreign Branches: 8 Fisher St.,
London, W. C. 1, England; 58-60 Margaret St., Sydney, Australia

EKA
CLEANER

*Gets
More
Dirt*



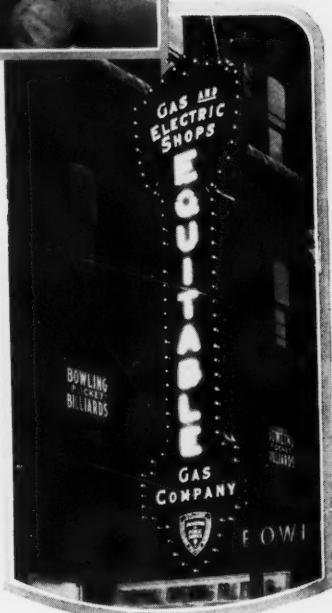
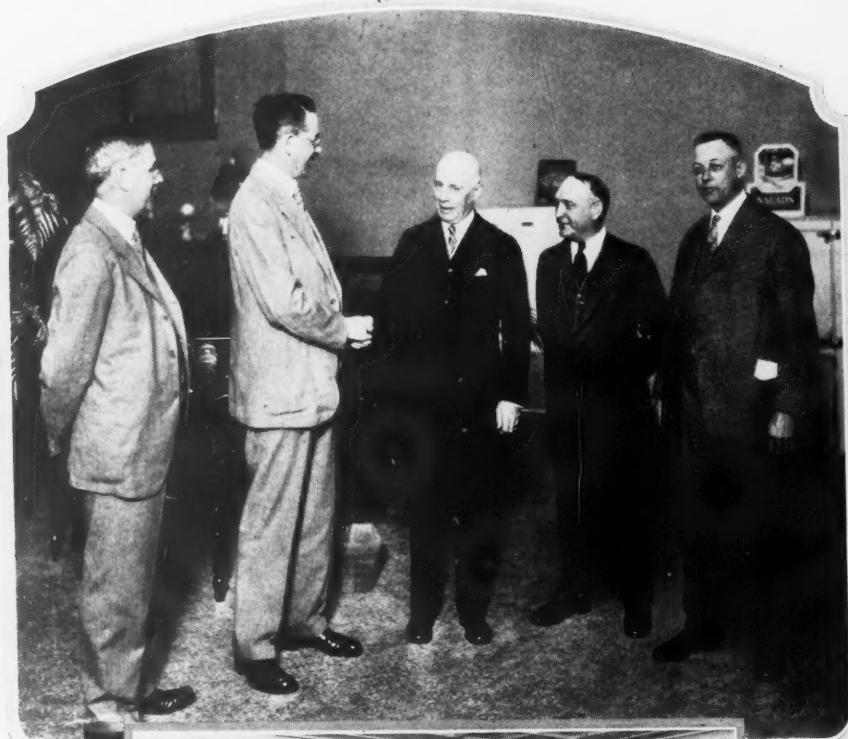
(469)

A New Store at *McKeesport*

Right: Officiating at the opening of the Duquesne Light and Equitable Gas Companies' new Gas and Electric Shop at McKeesport, Pennsylvania: F. R. Phillips and A. W. Robertson, vice-president and president respectively of the companies; Mayor Lysle of McKeesport; H. A. Keys, vice-president and general manager, Equitable Sales Company, and T. N. Hazlett, superintendent, McKeesport district.

Right: Opening day brought a crowd of McKeesport residents to inspect the lighting company's new salesroom.

Below: Radios, refrigerators and ranges occupy prominent positions on the sales floor. Potted palms and adequate lighting increase the effectiveness of the neat merchandise display.



At night, the store's electric sign is visible from end to end of McKeesport's main street.





33 Refrigerators

in

18 Days

*p. s. This Was NOT
a Campaign*

IN THE first eighteen working days of April, seven men working on a 10 per cent commission and drawing account basis for the General Electric Refrigerator Agency, 212 North Second Street, Harrisburg, Pa., sold thirty-three domestic refrigerators—this without special terms, time-payment offers or campaign inducements of any kind, averaging nearly two sales a day for the company and one a week per man.

Retail refrigerator business over this short period totaled \$13,200. Twenty per cent down was required on all time sales. Terms were limited to eighteen months. Demonstration in homes was not permitted.

N. K. O'Valle is doing this excellent refrigeration job day in and day out solely through the use of an outside sales force. Comparatively few leads are obtained through floor demonstration and display. So he might be said to be running a high-pressure specialty sales organization—cold-canvass for leads, salesmen paid on a commission basis and all the other familiar “earmarks” of this type of organization.

But his method of selling differs somewhat from the ordinary high-pressure sales plan in that his force is rather small, little turnover in this sales force is experienced and he does *not* depend entirely on cold-canvassing methods to produce business.

IN NOVEMBER, 1927, O'Valle hired eight specialty salesmen, most of them coming into the appliance field without any particular knowledge of the subject. These men were immediately put to work under an experienced supervisor on drawing account and commission and under the direction of this supervisor cold-canvassed the residential sections of Harrisburg for refrigerator prospects, obtaining in this manner about 1,000 names and at the same time meeting situations which developed their ability to sell refrigeration.

Special instruction in the operation and talking points of the refrigerator was given to these men by both Mr. O'Valle and his crew manager, supplemented by a factory correspondence course in selling the product and within a month all but one man was turned loose in the field to actually sell the appliance. O'Valle's sales force today is composed of his original seven men.

Cold canvass obtained 1,000 leads. But during the training period the office had been busy filing these leads according to the dates at which repeat calls were advisable and the most of the thirty-three sales closed in the first eighteen days of April were made to these prospects!

Cold canvass is *still* relied upon to produce leads but each man receives between five and eight prospect cards to follow up each morning and it is only after he makes *these* calls that he is permitted to canvass, unless he reports a lead obtained by canvassing which requires follow up.

O'VALLE, then, is using cold-canvass methods to a certain extent but he is pepping up his salesmen, giving them something definite to work on each day *in addition* by keeping a record of their calls.

His list of 1,000 prospects for refrigeration in Harrisburg will remain at about its present size. Above this number of prospects, the list would become unwieldy for a sales force of the size employed. Salesmen are kept busy with the leads available from the prospect files and just find enough time for cold-canvass to keep it at about its present size.

So what O'Valle really is doing that is producing consistent and profitable business is cold-canvassing only where necessary to supplement his prospect list! The most important thing in his business set-up at the moment is the efficiency with which his prospect files are maintained. A large number of prospects are obtained from users of the refrigerators sold and *as these increase the need for cold-canvassing decreases!*

He has been particularly careful in his choice of men and has always preferred a man willing to work and learn to one brilliant but unreliable. This method of building and retaining a sales force would be difficult in a very large organization but where the force is small enough to be given the personal attention of a sales supervisor the result is a group of men which will produce steady, profitable business.

All men work within 10 miles of Harrisburg. Protection is accorded a man who turns in a prospect card which indicates that he has interviewed a prospect. This card must give the details of the interview and state the facts of the case. Usually a date at which a return call may be made is noted.

These cards are filed each evening in the office.

NOTHING “flashy” is producing the business of this specialty dealer. Men report at 8:30 each morning, receive their leads and go to work.

Solid, substantial direction, the furnishing of a number of definite leads and the limitation of the sales force to seven men who are individually supervised has built a refrigerator business for O'Valle in four months.

Electrical Merchandising's *program for* **Trade Progress**

1. Spotlight the outlet.
2. Light up the half-dark homes.
3. Eliminate the menace of sub-standard devices.
4. A central-station commercial policy which promotes dealer prosperity.
5. Dealer policy that promotes the broad interests of the industry. And this applies to non-electrical as well as to electrical dealers.
6. Greater advertising support toward winning the public to electrical appliances by central stations, manufacturers and dealers.

Where Is He?

DOWN in Washington they are also investigating the chain stores. It has been suggested that there is something sinister about these enterprises: certain independent merchants, including electrical merchants, find it impossible to compete with them—or so they say.

As a matter of fact and record, the chain stores are simply the outgrowth of merchandising vision plus industry. The cash value of the entire stock of the first five-and-ten was about the retail price of a good washing machine. The capital with which J. C. Penney set up shop in 1902 amounted to five hundred dollars. The original nickel-and-dime store started in a small town: the Penney chain in Kemmerer, Wyoming, which has a present population of only 1,500. These businesses have grown, not by any overawing advantage of capital or location or initial buying power, but by the application of sound merchandising sense backed by hard work.

Right at this time the electrical retail trade is more or less in the doldrums. It has ills and aches. The outlook to many is shrouded in gloom. Almost everybody admits that something has got to be done about it.

Something *will* be done about it—by a man with merchandising vision plus industry. This man may not necessarily have a lot of capital, he may not necessarily have a strategic location, he may have no more buying power than M5 in Dun's credit rating entitles him to, but he will have merchandising vision and industry. And in fifteen or twenty years the Federal Trade Commission will probably investigate him because of his tremendous success.

As the

Ethics

A UTILITY company in the corn belt recently staged a special sale of washing machines. Its newspaper advertisement of this sale included the following features:

1. An absolutely false statement of price reduction.
2. The offering of two non-electrical premiums having a claimed retail value equal to 20 per cent of the sale price.
3. A down payment of 1.2 per cent of the sale price.
4. Terms extending over one year with the implication that no carrying charge would be made.

The central station which perpetrated this atrocity is a unit of a holding company which has a financial structure in excess of \$225,000,000. This huge investment can only be made safe and profitable through the sale of energy to the public. Yet sales, profits and safety are all jeopardized by the employment of a commercial management which has so little understanding of business as to shatter every one of the merchandising standards adopted by the National Electric Light Association, and then, for good measure, deliberately lies to its customers.

A great many central-station men have been truly perplexed and deeply aggrieved by the utilities' investigation in Washington. They cannot understand how-come. This example should enlighten them: this kind of thing is what started the fireworks.

No Quality, No Profit

QUALITY is an essential of net profit.

Sub-standard merchandise never quite pays its way. The books may indicate that money is made on it, but books never reveal the losses due to ill-will. And that is the most important factor in every sub-standard appliance sale.

The lighting companies have protested against the sale of ignorantly made or deliberately skimped appliances. They don't want the stuff on their lines. They advance a lot of loftily ethical and stodgily technical arguments as to why merchants should cease and desist from handling electrical items which do not come up to a certain reasonable standard, but they seem to have neglected the one most cogent reason, and that is—it doesn't pay.

Shoddy electrical appliances are somewhat worse than any other type of shoddy. The buyer not only fails to receive the service he expected or hoped for, but he receives a risk and hazard which may amount to anything from slight annoyance to loss of life. We have no right to gamble with life for a petty profit.

Let us rather say, we have no right to gamble with life for an imaginary profit. For if the merchant who buys and sells shoddy appliances will honestly analyze the transaction, he will agree with us that sub-standard electrical merchandise never quite pays its way.

Editors See It

Why?

THE innocent befuddlement of this industry's political critics—or is it their simple perversions?—is nowhere more plainly manifest than in their pious indignation at publicity expenditures. It appears from authentic figures on file with the Federal Trade Commission at Washington that a sum equal to about 45c. per lighting customer was spent last year to tell the folks of the merits of using electricity, and other matters of public information and interest. At this revelation the forensic protectors of the peepul throw gibbering fits.

But whereas the power industry is oratorically and editorially castigated for thus spending 45c. per customer for a total of only 22,000,000 customers, another vital public utility, the steam railroads, is graciously permitted by the Interstate Commerce Commission to spend in similar cause the sum of \$1.01 per capita for the entire 125,000,000 population of the country.

From which we gather that it is some sort of a crime to induce a woman to use an electric washing machine and a commendable virtue (sanctioned by Government) to induce her to take a ride on the choo-choo. Just why this is so the present writer is too dumb to understand.

Making It Hard for Yourself

LET us say that a merchandise item you purchase for resale—complete, packed, and ready for delivery—costs the manufacturer one dollar for time, material and plant overhead. It then costs him another twenty-five cents to advertise it to you and for you, and

a-top of that it costs him twenty-five cents more to sell it to you.

That's too much, because this fifty cents of factory sales and advertising expense, when passed along to the consumer, becomes a dollar. It is not fair to ask the public to pay as much for getting merchandise from the factory to the dealer's shelf as it costs to manufacture and pack it. Moreover, the public realizes that the merchandise is somewhere or somehow overpriced. That feeling makes for stiffer sales resistance.

It is not entirely the manufacturer's fault that his sales and advertising expense is high. The fault lies largely with the trade. You make it hard for the manufacturer to sell to you, and in making it hard for him you make it hard for yourself.

The Editor Who Wrote This Was Suffering from a Grouch

MUSSOLINI has prohibited handshaking in Italy. We wish there were some way whereby the prohibition could be extended to America.

Time was when a handclasp meant something. It means something today, among friends and well-wishers. But commercialized handshaking—handshaking as a business proposition—is at once senseless and unsanitary.

Some salesmen think that if they can but grasp a man's hand they are well on their way to a sale. For our part, we'd as soon be kissed.

Mussolini has a lot of good ideas and this paw-wagging prohibition is one of them.

On House-to-House Selling — By a Reader

Editor, "Electrical Merchandising":

WILL you please congratulate Mr. Alan Streeter for me for having the nerve to tell the truth about this house-to-house selling. I make the prediction that in another year we will see very little of it.

On May 1, 1927, I canned the whole gang of salesmen (?), contract pluggers, and the usual bunch that want to sell a washer or two to get enough to eat on. Today I am selling more washers than when I had the twelve men. I get cleaner sales, no reverts, better down payments, no grief, no I.O.U.'s and less than 10 per cent of the service I had formerly.

Yet I never ring a door bell and *never* do I make a call even on a live prospect without phoning and making a definite appointment! I have twelve hundred saleswomen—my customers—and they sure keep me and my two lady demonstrators busy. The point there is simply this—they DO get their check for ten dollars if they make a sale for me and not just a promise from some salesman who so easily forgets after he has made the sale

to go out and give Mrs. John Doe the \$5 he promised her.

Before I put this plan into effect I made a personal call on every customer that had ever purchased a washer or range from me and asked their opinion about front-door salesmen. The opinion was almost unanimous that they would prefer to buy from me direct! Why? Simply because they had been made promises by the salesmen that were not carried out. And how much better it is to pay a *customer* of the house ten dollars for a real honest-to-goodness sale than \$25 to a salesman and probably have a heck of a time collecting or possibly have the washer come back on your hands, especially if he is paid as most of our California men are—\$25 commission on \$10 and \$15 down payment contracts.

But my big surprise was the way my service calls dropped to practically nothing—but I have written enough so will say thank Mr. Streeter for his article.

H. B. HARVIE,
H. B. Harvie Company.

Sacramento, Cal.

Lighting CAN Be Sold

A sales push that resulted in \$700,000 in equipment sales by dealers and jobbers—\$1,000,000 a year added revenue for central stations

By Kirk M. Reid

*Engineering Department
National Lamp Works of G. E. Co.,
Nela Park, Cleveland*

YEARS ago the story was told about a man who built his house upon the sand, and a flood came and washed it away. Another man, with sounder judgment, built his house upon the rock, where it endured the ravages of wind and weather. A firm foundation is obviously important, whether it be applied to a man's house, his life, or his business.

Take lighting. Here is a commodity whose sale is based upon an imposing array of facts—the firmest conceivable foundation. Scientists in their laboratories have performed all sorts of basic investigations which prove that under better light we see more clearly, more quickly, and more easily. Engineers have conducted careful tests which show that better light means increased production and reduced spoilage. Statisticians have examined voluminous records and found that good illumination is of decided value as a means of avoiding accidents. Industrial executives have studied conditions prevailing in their plants and found that proper lighting means better morale, easier supervision, and less labor turnover.

In the field of merchandising, light has been demonstrated to have enormous attracting power in the display window and show case, besides serving as a star salesman in the store interior. Thus the foundation for the sales of lighting, it would seem, is indisputably broad and substantial.

Nor have these foundational facts suffered the sad fate of the light that was hidden under a bushel. Besides being presented in magazine articles galore they have literally been shouted from the housetops—if we may be permitted to use that phrase in referring to radio broadcasting. The facts are known, the field exists, the question is—Can lighting be sold?

A YEAR ago the National Lamp Works decided to put on a life-size attempt to sell better lighting. Sporadic attempts had been made before, but this was to be a concentrated and fully organized selling effort extending over the entire country. Briefly, the plan developed by Ward Harrison, Director of Illuminating Engineering and N. H. Boynton, Manager of the Sales Promotion Department, had the following salient points:

1. Each of the Sales Divisions, fifteen in number, was to be responsible for lighting development among the National Lamp Works customers in its own territory, and a contest was organized to see who could do the best job.

2. Where any concern, either commercial or industrial, installed proper lighting as a direct result of a Sales Division's service, that Division was entitled to receive a credit in the contest, the amount depending upon the area lighted, the watts per square foot installed, and whether it was a new installation or an old building relighted.

3. The Sales Division, however, was required to employ a lighting engineer who was to have nothing to do with the direct sale of lamps but was to devote his full time to lighting development, laying out and completing lighting jobs on which the real selling work had been done by the regular lamp salesmen. Experienced illuminating engineers thoroughly grounded in all the fundamental facts on lighting were transferred to sales territories for this work.

4. As a stimulant to the regular lamp salesmen, there was a contest between them to secure a place on the "first team"—that is, among the first ten in the National Lamp Works—and prizes in the form of cash bonuses were given in proportion to the standings. There were likewise places, with prizes, on the second and third teams for those who failed to make the first team.

5. It was also arranged that the Home Office should reimburse each Sales Division in proportion to the success of the Division in this activity. Such reimbursement served to cover part of the salary and expenses of the lighting engineer, whose services could not be expected to show a profit from the increased sale of lamps for two or three years, at least.

So the activity started, in June, 1927.

"A YEAR has passed and the moon is bright"—wrote some poet whose name has slipped my mind. But far brighter than the brightest moonlight is over 15 million square feet of floor area *actually lighted* as a direct result of this sales effort on better illumination. For the installations making up this total—over 800 in



A typical job is this office with 10-foot ceiling height, 9x9 ft. spacing of units using 200-watt lamps. Thirteen foot-candles is the average illumination in service.

number—the average is 2.3 watts per square foot! Lighting systems providing 10, 15, 25, and even 50 foot-candles have been put in—real working levels of illumination which are going to save a lot of time, trouble, and eyesight. Just check up some of the lighting jobs you know about and compare the foot-candles or the watts per square foot with these figures. The chart shows that the total lamp wattage installed to June 1—over 35,600,000 watts—is equivalent to a row of 200-watt lamps spaced 10 feet apart and stretching from New York City to the eastern edge of Ohio, a distance of about 340 miles. Or, if you like this picture better, imagine all these installations gathered together under one roof, forming a building 30 feet wide and 100 miles long, lighted to a level of 15 foot-candles.

EVERY installation, of course, meant much more to the electrical industry than the mere sale of the lamps. Obviously, the electrical manufacturers, jobbers, dealers, contractors, and central stations have also shared

in the new business created. Added revenue to central stations, resulting directly from this National Lamp Works activity to date, is conservatively estimated at more than \$1,000,000 per year, while the sale of equipment by jobbers and dealers has exceeded \$700,000. And as these organizations have shared in the profits, so have they evinced a willingness to co-operate in the activity. Some of them have even gone out and sold lighting themselves. Which is fine—the idea is not copyrighted—and there is no dearth of prospects. The list of installations sounds like a roll-call of Who's Who among industrial and commercial establishments.

There are many people selling lamps, more selling fixtures and reflectors, and still more selling electric energy, but the important question before the electrical industry is, "How many are really selling good illumination"? We know it can be sold. The foundation has proved substantial, even as it seemed, and it can be builded upon. And next year the "Path of Light" is going to reach from New York to the Pacific Coast, say lighting engineers.

New MERCHANDISE

*Recent Developments in the Appliance Market
Gathered by the Editors*

What Is New and Where to Find It in This Section

Appliances—26 new "Hotpoint" appliances, page 93.

Appliance Shelf—“Electroshelf,” page 94.

Cigar Lighter for Automobiles—Stewart-Warner “Pass-a-Lite,” page 97.

Cleaner—“Ohio” cleaner in color, page 98.

Cooker—“Economy” cooker outfit, page 93.

Cord Set—Colt’s “Kool-Pull,” page 93.

Corn Popper—“Gobar,” page 97.

Doughnut Maker—“Economy” combination sandwich toaster, waffle iron and doughnut maker, page 94.

Exerciser—“Tower” health motor, page 92.

Filter for Relief from Hay Fever and Asthma—“Pollenaire,” page 97.

Flashlight—“Pigmy” batteryless flashlight, page 96.

Lamps—Italian pottery lamp, page 95; “Frankart” novelty lamp, 95; Ferdinand Bing Modernistic lamp, 95; Czechoslovakian animal lamps, 95; “Mazda” radio panel lamp, 95;

Jefferson Early American lamps, 97.

Light—Melodelite Company’s

“Booklite,” page 93.

Lighting Fixtures—Kopp Modernistic fixtures and lamp bases, page 95; McFaddin “Bellova” fixture, 95; “Panellette” portable unit, 95.

Motor—Allis explosion-proof, self-ventilated motor, page 98.

Oil Burner—Williams “Dist-O-Matic” burner, page 93.

Percolator with separable base—“Economy,” page 96.

Power Unit—Green-Brown dry “A” unit, page 97.

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Radio Receivers—Atwater-Kent a.c. models 40, 42 and 44, page 92; “Bosch” a.c. receivers, 94.

Radio Reproducers—“Marco” dynamic, page 92; Newcombe-Hawley portable dynamic cone reproducer, page 97.

Range—Peninsular, with “In-a-Drawer” broiler, 94; “White Cross” 109, page 96.

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Mfg. Co. bakelite unit receptacle, page 98; “Woodwin” pilot light receptacle, 98.

Sandwich Toaster—“Economy” toaster, waffle iron and doughnut maker, page 94.

Sprayer—“Sprayit” cleaner attachment, page 93; “Royal” improved cleaner attachment, page 94.

Switches—“Bryant” flush tumbler switches, page 98; “Levolier” fixture switch, 98.

Toaster—Manning-Bowman automatic toaster, page 93; Superior oven-type toaster, 94.

Toy Range and Iron—“Ridlen,” page 98.

Waffle Iron—Manning-Bowman waffle iron, page 93; “Economy” sandwich toaster, waffle iron and doughnut maker, page 94.

Washers—“A pex Wringerless washer, page 93; “Haag 80” washer, 96; “Zenith Model E,” 96.

Water Heaters in Color—“Sepco” Rainbow Heaters, page 97.

Wiring Devices—P & S switches, outlets, receptacles, etc., page 98.



Atwater Kent A. C.
Receivers

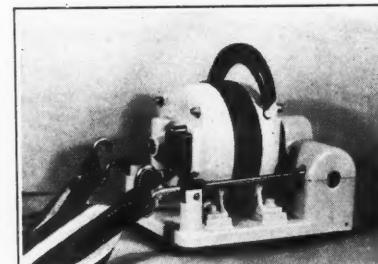
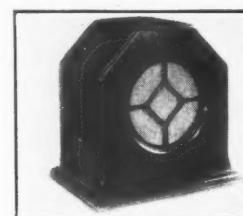
Three new receivers have been added to the Atwater Kent line of a.c. receivers—models 40, 42 and 44. Model 44 is described as having more power and sensitivity than the well-known Model 37. It uses six a.c. tubes and one rectifying tube. For use on 110-120-volt 50-60-cycle circuits. Intended retail price, less tubes, \$77.

Model 42 uses six a.c. tubes and one rectifying tube, with line voltage control. For 105-125-volt, 50-60-cycle circuits. Intended retail price, less tubes, \$86. Model 44 has unusual power and sensitivity and, the company declares, is of particular value where distance-getting is essential or where an inside antenna is necessary. This model uses 7 a. c. tubes and one rectifying tube with line voltage control. For 105-125-volt, 50-60-cycle circuits. Intended retail price, less tubes, \$106. Atwater Kent Manufacturing Company, Philadelphia, Pa.—*Electrical Merchandising*, August, 1928.

“Marco” Dynamic Reproducer

Three models are offered in the new line of “Marco” dynamic reproducers, brought out by the Martin-Copeland Company, Providence, R. I. The reproducer is simple and pleasing in design, with rich dull-rubbed walnut finish. It is 14 in. high, 14½ in. wide and 11 in. deep. The chassis, which may be obtained for radio and phonograph installation, embodies a free-edge cone made from a paper specially treated and corrugated to prevent setting up undesired frequencies. The chief feature in its construction lies in the free suspension of a coil at the apex of its free-edge cone.

The intended retail price of Type D-110, 110-volts, 60-cycles, a.c., is \$75; Type D-90, 90-110-volts, d.c., \$67.50; Type D-6, 6-volt, d.c., \$65. The chassis is listed at \$50 for Type DU-110 (110-volt, 60 cycles); \$40 for DU-90 (110-volt, d.c.); and \$35 for Type DU-6 (6-volt, d.c.). The “Marco” Magnetic reproducer, similar in design to the dynamic model, is listed at \$30.—*Electrical Merchandising*, August, 1928.

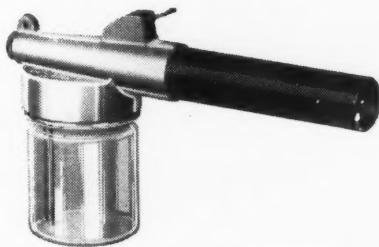


“Tower” Exerciser

Great interest is centered at the present time on electric “health” and therapeutic equipment for home use—exercisers, “Sunshine” lamps, electric light and heat bath cabinets, etc.

Among the new electric “health” equipment on the market is the exerciser developed by the Tower Manufacturing Corporation, 122 Brookline Avenue, Boston, Mass. The machine is equipped with a 6 hp. G-E motor available in a.c. and d.c. types. The new exerciser is a portable machine and, with handle, removable at will, is easily moved from place to place. Included in the equipment are a large belt for general use, a cover for the belt, and a small belt for head, wrist, and like application. The finish of the machine is ivory and its intended retail price for the a.c. model is \$79.50.

New Electrical Merchandise



"Sprayit" Vacuum Cleaner Attachment

In the new "Sprayit" vacuum cleaner attachment brought out by the Electric Sprayit Company, South Bend, Ind., are incorporated the same principles, design and construction employed in the larger, heavy-duty spraying outfits.

The secret of the "Sprayit's" performance, the company points out, is the adjustable "Venturi Tube" air nozzle. The amount and density of the spray is controlled by the patented, knurled brass nozzle projecting from the mouth of the "gun" barrel. This nozzle "steps up" the applied air velocity to the proper point for the degree of atomization desired and is adjustable for this purpose. By moving the nozzle into the mouth of the "gun" barrel, a heavier spray is obtained; the farther it is pulled out, the finer the spray.

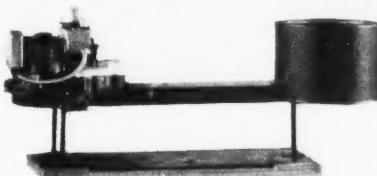
The "Sprayit" is made of polished aluminum. With it are supplied two nozzles, one producing a round spray and the other a fan shaped spray. There are, also, three fluid tips of graduated sizes to accommodate liquids of different densities. These patented nozzles and fluid tips are interchangeable with those used in the Master Model Electric "Sprayit." Intended retail price, complete with three containers, three fluid tips and two nozzles, \$4.95.—*Electrical Merchandising*, August, 1928.

26 New "Hotpoint" Appliances

In its new general supplement to the No. H-50 "Hotpoint Servants" catalog, the Edison Electric Appliance Company, 5600 West Taylor Street, Chicago, is announcing twenty-six new items. These items include a new single-unit hotplate, a single-heat, two-unit hotplate in black japan, a 3-heat, two-unit hotplate in white vitreous enamel with black trim, the "Super-Automatic" iron, several new percolators and urns, heating pad in colors of apricot, rose and turquoise, "Olympian" design waffle iron, an ornamental "Toggle Toast-Over" toaster.—*Electrical Merchandising*, August, 1928.

"Dist-O-Matic" Oil Burner

The Williams Oil-O-Matic Heating Corporation, Bloomington, Ill., is announcing its new "Dist-O-Matic" oil burner. This new burner is designed to consume distillate oils in a special gasifying device. It is declared to have a heating capacity of from four to seven rooms and is designed for purchasers with moderate incomes. The burner is made in a 13-in. model, with an approximate list price of \$240 and a 10-in. model, which is made to retail for about \$200, not including tanks or installation.—*Electrical Merchandising*, August, 1928.



Electrical Merchandising, August, 1928

Cord Set

Another new wiring device has been announced by Colt's Patent Fire Arms Manufacturing Company, Molded Products Division, Hartford, Conn. This new device is the "Kool-Pull" cord set of molded "Coltrock," a light-weight insulating material. It is built on the ball and socket principle and jerking of the cord to withdraw it from the appliance is not necessary; a steady pull on the red handle disconnects it. Intended retail price, \$1.25; with on-and-off switch, \$1.75. Packed on attractive counter display card containing six "Kool-Pulls."—*Electrical Merchandising*, August, 1928.



* * *

"Economy" Cooker Outfit

In the "Economy" cooker brought out by the Economy Aluminum Company, 2700 Fulton Street, Chicago, Ill., the element is so arranged that when it is in use the raised burner of the stove fits up into the cooker, conserving all the heat produced by the element.

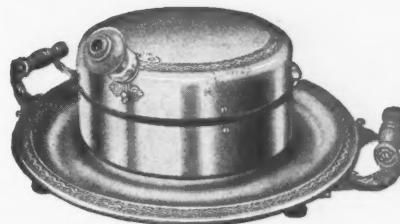
The cast aluminum base, holding the element, is intended to hold the heat for hours and permit cooking to continue long after the current has been disconnected. The cooker consists of nineteen parts, all of which are so arranged that they will rest one into the other when not in use and the cooker can then be stored away in a limited space. The cooker consumes approximately 900 watts. A complete meal for ten or twelve people can be prepared at one time in the cooker. Intended retail price of complete outfit, \$56. The various pieces of equipment may be purchased separately as desired.—*Electrical Merchandising*, August, 1928.



* * *

"Apex" Wringerless Washer

The new "Apex" wringerless washer spins on only one bearing and there is no top bearing to be fitted in place before the spinner drier can be operated, explains its manufacturer, the Apex Electrical Manufacturing Company, Cleveland, Ohio. Its gyrator has twelve washing vanes and three center-post fins, creating unusually satisfactory water and clothes action. The washing and drying compartments, or both, are quickly and automatically drained by the simple twist of a handily placed and well-marked control. Intended retail price, \$165.—*Electrical Merchandising*, August, 1928.

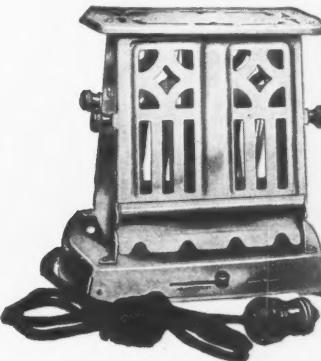


"M-B" Automatic Toaster and Waffle Iron

Two new table appliances have been introduced by Manning, Bowman and Company, Meriden, Conn., the "Toast-watch" automatic toaster and a waffle iron.

The toaster has a clock-like mechanism that automatically shuts off the current before the toast can burn. It toasts two slices of bread at once. The intended retail price is \$9.75 in the nickel finish and \$12 in the Aranium (nontarnishable) finish.

The waffle iron, No. 1618, is in modernistic design and unusually attractive. It makes a 7-in. round waffle. The grids are of cast aluminum. The intended retail price, in nickel finish, \$15; in Aranium (nontarnishable) finish, \$20.—*Electrical Merchandising*, August, 1928.



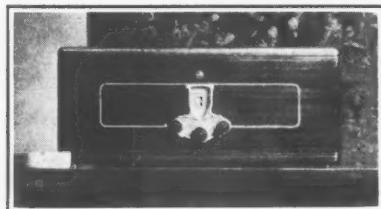
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Book Light

To provide reading comfort for the book-lover, the Melodelite Corporation, 132 Nassau Street, New York City, has designed its "Booklite"—a small lamp, weighing but 3½ ozs., which clips to the cover of the book and throws light directly on the pages. The lamp operates from socket or outlet. It permits turning of the pages and interferes in no way with the holding or handling of the book. The following finishes may be had: Black, ivory, green, blue, lavender, rose, Chinese red and in cracked combinations of brown on black, blue on ivory or black on green. Intended list price, about \$3.—*Electrical Merchandising*, August, 1928.



New Electrical Merchandise



New "Bosch" Receivers

Announcement is made by the American Bosch Magneto Corporation, Springfield, Mass., of its new Model 28 a.c. receiver. This new receiver has seven a.c. amplifying tubes and one power rectifying tube. There are three radio frequency stages, a detector stage and two audio frequency stages using three tubes. Two audio stages are on the same circuit employing "push-pull" amplification, permitting greater volume without distortion. The cabinet is of solid mahogany, brown tone, and the front panel is embellished by a decorative bronze escutcheon plate upon which is grouped the single station selector, the volume control and the clarifier. Above the selector is the single tuning dial. The dial window is illuminated, making for convenient operation of the receiver and indicating, as well, whether the power is off or on. The entire chassis or frame upon which the electrical units are assembled is of aluminum. The intended retail price of Model 28, less tubes, is \$132.50.

Model 28A is a console receiver in Tudor design. Its intended list price, complete with the Bosch Radio Speaker, is \$197.50.

Model 28B is of console type, with sliding front panels instead of swinging doors. Intended list price, complete with super dynamic speaker and special high power speaker supply, is \$295.—*Electrical Merchandising*, August, 1928.



Electric Range with "In-a-Drawer" Broiler

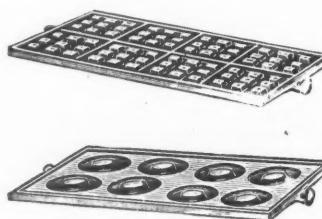
As an added convenience in electric cookery, the Peninsular Stove Company, Detroit, Mich., is offering its 1608 range with an "In-a-Drawer" broiler. This new broiler operates with the ease and simplicity of a filing cabinet and enables the housewife to use the broiling compartment with as much ease as the cooking top. The broiler pan rests securely in slides and eliminates the possibility of spilling or dropping food. It can be removed by merely sliding it sideways to the left or right. The entire broiling compartment pulls out the full length of the broiler pan at a touch of the finger, making it possible to turn chops, steak or fish without removing them from the broiler.

This broiler is optional with the 1608 range. If the broiler is not wanted a utility drawer is furnished in place of it. The broiler adds \$30 to the intended retail price of the range.—*Electrical Merchandising*, August, 1928.

Wired Appliance Shelf

Because of the lack of space in the average home for the use and storage of the smaller appliances, the "Electroshelf" has been created. It is a small shelf, 18 in. long by 12 in. deep, made of 18-gauge deoxidized steel with brackets spaced for 16-in. standard studding, and is arranged to be used either from a convenience outlet or as a permanent installation. It is equipped with two outlets and will accommodate percolator and toaster or waffle iron and toaster, fan, or any of the smaller appliances. With this new shelf, the appliances take up no valuable space on stove, table or sink shelf and may be stored on the shelf in immediate readiness for use. The standard finish of the "Electroshelf" is battleship gray but finishes of tangerine and Country Club green are also offered.

The shelf is manufactured by the Economy Electrical Manufacturing Company, Kansas City, Mo., and distributed exclusively by the Graybar Electric Company, Inc., 420 Lexington Avenue, New York City, through central stations and other channels, including the electric dealer and department store.—*Electrical Merchandising*, August, 1928.



Combination Waffle Iron, Sandwich Toaster and Doughnut Maker

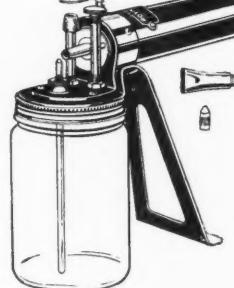
A three-in-one appliance is being offered by the Economy Aluminum Company, 2700 Fulton Street, Chicago, Ill., in its "Excels" combination waffle iron, sandwich toaster and doughnut maker. The appliance is offered in single and double size. No. 7, the single size, is 5½ in. x 6 in.; the double size, 5½ by 10½ in. Both appliances are equipped with separable waffle and doughnut plates. The intended retail price of No. 7, for sandwich toaster only, is \$15; with doughnut plate, \$18; with waffle and doughnut plates, \$21. No. 8 is listed, as toaster, at \$25; with waffle plate, \$30 and with waffle and doughnut plates, \$35.—*Electrical Merchandising*, August, 1928.



Oven-Type Toaster

The Superior Electric Products Corporation, 1300 South 13th Street, St. Louis, Mo., is bringing out a new "SuperLectric" two-slice, oven-type toaster. It may also be had in one-slice type.

The toaster has automatic self-centering device that centers the bread regardless of the thickness of the slice. It has Nichrome element, nickel finish, black rubberoid handles and fiber feet, tilting bread holder with bone buttons. It is equipped with heavy, full-length heater cord. Colored handles and cord to match may be had if desired. The intended retail price of No. 66, two-slice toaster, is \$6.50; No. 55, single-slice, \$4.25.—*Electrical Merchandising*, August, 1928.



Improved "Royal" Sprayer

In Model D, the P. A. Geier Company, Cleveland, Ohio, has designed a sprayer attachment for vacuum cleaners in which several radical improvements are incorporated.

The new model is supplied with two interchangeable nozzles for controlling the air stream. For fine work, such as the painting of chair legs, spindles, etc., a round nozzle is provided which restricts the range of the spray. For rapid covering of large surfaces there is a fan spray nozzle which, when all valves are opened wide, deposits the spray as fast or faster than the average amateur can manage it.

The range and coverage of the spray are further governed by two interchangeable nipples for the paint tube, the purposes of which are to control the flow of spray material. By means of an oversized rubber-tipped vent tube, controlled by the same thumb button as the spray itself, the tendency common to sprayers, to emit a drop or two of the mixture after air pressure has been cut off, has been eliminated. A light, stamped steel support holds the sprayer and jar upright when not in use. These new improvements, the company explains, adapt the sprayer for use on cleaners having relatively weak suction. Intended retail price, \$4.95.—*Electrical Merchandising*, August, 1928.

New Electrical Merchandise

Italian Pottery Lamp

From the combined showrooms of Art Industries, Inc., Darling Studios, Inc., and Paul Hanson Company, 225 Fifth Avenue, New York City, comes this lovely Italian pottery lamp with Della Robbia base, 21 in. high, with raised garland of fruits in natural colors, on background of either yellow, green, blue or orchid. The 16-in. shade is in yellow or green pleated parchment. Intended retail price, \$20.—*Electrical Merchandising*, August, 1928.



Semi-Indirect Lighting Fixture

As an attractive lighting unit for sun parlors, bedrooms, breakfast rooms and small living rooms, H. G. McFaddin & Company, 38 Warren Street, New York City, is offering its new "Bellova" semi-indirect unit 1403/51814. In this new fixture, the glass is so formed that glare on the ceiling is eliminated while maximum light is reflected. Direct light is also emitted through undecorated parts of the fixture at the lower shoulder of glass. The intended retail price of the unit is \$16.—*Electrical Merchandising*, August, 1928.



Portable Lighting Unit

Ready for instant use, without the necessity of permanent wiring connections, is a new decorative and very useful lighting unit, designed for use over beds, sideboards, chairs or wherever a dependable wall outlet is desired.

The adjustable arm moves either up or down, or from side to side, over an ornamental embroidered braid fitted at each end with artistically designed metal castings in finishes of old ivory, gold, silver, bronze or antique gold. The manufacturer of this new "Panelette" unit is the Colonial-Premier Company, 225 West Ohio Street, Chicago. The intended retail price is \$17.50 for the "Panelette" and \$11.50 for the shade.—*Electrical Merchandising*, August, 1928.



"Frankart" Lamp

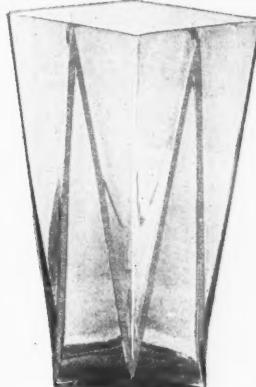
One of the well-known and attractive "Frankart" figures has been adapted to use as a lamp. It is known as L212 and was created by Frankart, Inc., 225 Fifth Avenue, New York City. It is 10½ in. in height, with metal figure and base and frosted heavy plate glass removable panel, behind which the lamp is concealed. Intended retail price, \$10.—*Electrical Merchandising*, August, 1928.



Modernistic Lighting Equipment

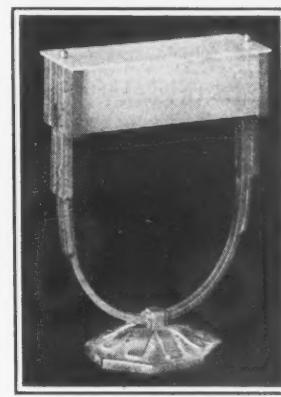
To its line of modernistic and prismatic lighting glassware announced a short time ago, Kopp Glass, Inc., Swissvale, Pa., is adding several new designs for use throughout the house. The units are designed for standard customary fitters and are made in Delica white cased and light ivory-tone cased glass, pure crystal, Havana and colored glass. Several sizes are offered, for use in the various rooms of the house.

Recently announced by the company are two glass vases in modernistic design, which are being suggested for use as lamp bases. No. 400, the larger vase, is 8½ in. in height, with top opening 6 in., and No. 401 is 6½ in. in height with top opening of 3 in. Both vases are offered in crystal, rose, blue, ruby, Havana and emerald. Either plain or roughed outside finish may be had.—*Electrical Merchandising*, August, 1928.



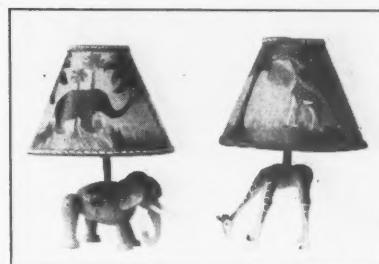
Modernistic Lamp

Among the intriguing new modernistic lamp designs offered by Ferdinand Bing & Company's Successors, Inc., 67 Irving Place, New York City, is the desk or table lamp pictured. This lamp is made of silvered metal and glass. It is 13 in. high and its intended retail price is \$40. Many other lamps in modern style are offered by the company, as well as furniture, also in the modern manner.—*Electrical Merchandising*, August, 1928.



Czecho-Slovakian "Animal" Lamps

Color and character are very evident in the little wooden animal lamps offered by Kovar's, Inc., 328 East 72nd St., New York City. These lamp bases are examples of Czecho-Slovakian peasant artistry and the designs and handicraft are authentic. Coloring is done by hand. The elephant lamp is known as No. 807 and is listed at \$6, while the giraffe lamp is listed at \$5.50. In all cases, the designs of the base are reproduced in the shades.—*Electrical Merchandising*, August, 1928.

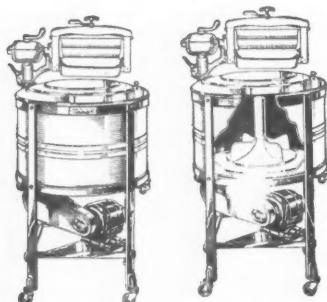


Radio Panel Lamp

A new panel lamp for illuminating the dials of a.c. radio sets has been announced by the National Lamp Works of the General Electric Company, Cleveland, Ohio. The new lamp, known as Mazda No. 41, is designed to receive current from the filament circuit of 2.5-volt vacuum tubes, and thus eliminates the necessity of providing an extra transformer winding to supply the proper voltage. The lamp has the following specifications: Amp., 0.45; overall length, 1½ in.; light center length, ¾ in.; bulb, T-3 clear; base, miniature screw; list price, 20c.

The lamp is designed to insure the set owner maximum satisfaction with adequate light for close setting and reading of the dials. At 2.5 volts it gives about the same amount of light as Mazda lamp No. 40 at 6 volts. Mazda lamp No. 40 is still recommended where a 6-volt supply is available, as in the case of battery-operated sets, the new 41 Mazda lamp being intended for a.c. sets.—*Electrical Merchandising*, August, 1928.

New Electrical Merchandise



"Haag 80" Washer

Haag Bros. Company, Peoria, Ill., is offering in its new Model 80 a Haag-built washer, intended to retail at \$99.50. The machine has aluminum submerged agitator, light in weight and easily lifted out of the tub, making the tub as easy to wipe out as a dishpan. The tub itself is constructed of heavy stain-proof nickel-copper and has gray lacquer finish. It opens up fully, giving easy access to bundlesome garments. The tub lid is of spun aluminum and serves as a sorting tray. The machine is equipped with a smooth, pressed-steel wringer, large, soft rolls, both rolls being easily removable without tools. The wringer has oil-less bearings, convenient controls and heavily nickelated double drainboard.—*Electrical Merchandising*, August, 1928.

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All-Aluminum "Zenith" Washer

In the new Model E "Zenith" washer of the Hirsch Company, Duluth, Minn., gentle rubber hands—an agitator with flexible rubber "hands"—wash the clothes. The exclusive feature of the machine is the patent clothes separator which keeps the clothes spread out so that the water can pass through them freely eliminating bunching or tangling of the clothes. The tub is of seamless, one-piece aluminum, with rounded corners. It is self-cleaning and drains dry. The aluminum cover is flat-hinged, providing a flat surface, for starch or clothes receptacle. The cabinet is entirely enclosed, with no moving parts exposed. Adjustable legs permit raising or lowering of machine to suit height of operator. The all-aluminum wringer has instantaneous safety release, stopping both rolls dead and opening them wide. An automatic tension makes possible the wringing of heavy or light pieces without adjustment. The machine is operated by a direct-drive ½-hp. motor. Running in a bath of oil, it requires no oiling. The machine may also be had, equipped with "Du-All" Briggs-Stratton Fullpower gasoline engine. The engine has portable iron base and when not in use on the washer, may be carried or rolled wherever work is to be done, in the dairy, barn, shop or home.—*Electrical Merchandising*, August, 1928.

Pull Arm Attachment for Ceiling Fixtures

Designed especially for use with the "Levolier" switch is the new "Klous" pull arm attachment for ceiling units. The arm is designed to operate from all angles and one size is made to fit all sizes of shades. It has many advantages—prevents the shade from breaking, the cord from swaying, breaking or entangling and works out to great advantage when used with RLM reflectors. It may be had in standard finishes of bronze, brass or white. The intended list price is 25c. The manufacturer is the Klous Electric Company, 120 High Street, Boston, Mass.—*Electrical Merchandising*, August, 1928.



"White Cross" Range

Among the wall-outlet ranges on the market is the "White Cross" No. 109 of the National Stamping & Electric Works, 3212 West Lake Street, Chicago. This range has one burner which can be operated at 1,100 watts and another burner operating alone at 550 watts, or both may be used together at 550 watts each.

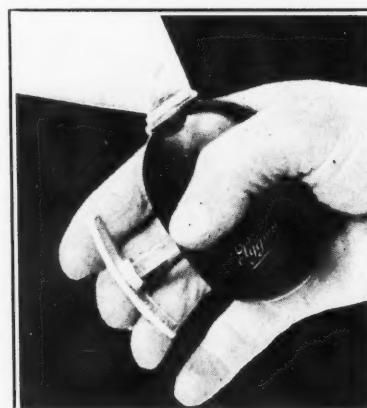
The entire top of the range is of heavy sheet metal with triple porcelain baked white enamel finish. Front legs also are white. The range is 34 in. high and the oven measures 12 in. wide, 10 in. high, 11 in. deep, with warming closet below. The oven has two heating elements, one at the top drawing 4 amp. and the one at the bottom, 6 amp. Three heats are available, ranging up to 400 deg. Intended retail price, \$34. In all black enamel finish, \$29.—*Electrical Merchandising*, August, 1928.



Percolator With Separable Base

The stove or separable base of the new percolator brought out by the Economy Aluminum Company, 2700 Fulton Street, Chicago, has a raised center, containing a concentrated heating element which fits the bottom of the percolator. The valveless pump fits over the inside bottom of the percolator producing a small cavity in which the water is heated, a little at a time, then caused to circulate upward against the glass top, from which it spreads to the perforated basket below, distributing the hot water evenly over the coffee to be percolated. As soon as percolation has started, the current can be turned off and percolation will then continue until the coffee is done, without further attention.

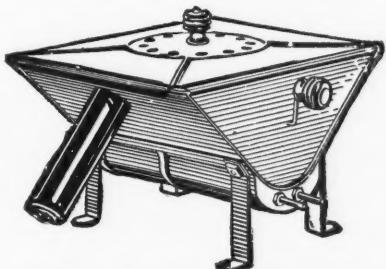
The "Excelo" aluminum percolator illustrated, No. 3742, with No. 220 stove, is of 8-cup capacity. The intended retail price, complete, is \$4; percolator only, \$2; base only, \$2. A line of separable-base teapots, cookers, percolators and double boilers is made by the company.—*Electrical Merchandising*, August, 1928.



Batteryless Pocket Flashlight

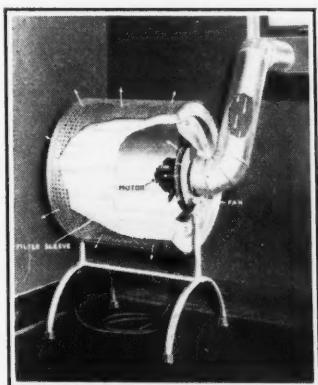
Through the easy motion of a simple lever operating a small, built-in magneto, the "Pigmy" lamp, marketed in the United States by J. L. Chantemerle, P. O. Box 17, Tremont Station, New York City, generates its own electric current. The mechanical parts, such as gears and pinions are made of tempered steel, carefully treated. The case is of molded material in black and colors. The lamp weighs but 6 oz. and can be conveniently carried in the pocket or in a woman's handbag. Its overall length is 3 in., width 2 in., and the bulb lens has a diameter of 1 in. Standard bulbs in use in battery-fed flashlights can be used. Intended retail price, \$5.50.—*Electrical Merchandising*, August, 1928.

New Electrical Merchandise



Electric Corn Popper

Gobar Products, Anderson, Ind., is marketing an electric corn popper which is described as a 3-minute popper. Its capacity is about that of two of the ordinary 5c. sacks of popcorn. It has a wood handle and may be had in nickel steel or pistol blue finish. Intended retail price, \$1.50 in blue steel finish; \$2.50 in nickel.—*Electrical Merchandising*, August, 1928.



Filter For Relief of Hay Fever and Asthma

For the relief of individuals highly sensitive to the pollens causing hay fever and pollen asthma, the Pollen Filter, Inc., 4063 East 116th Street, Cleveland, Ohio, has devised a filter which is intended to free the air of distressing pollen.

The filter is intended for installation in a bedroom, office or other room in which the patient spends a great deal of time. It should be started a day or two before the beginning of the hay fever season and continued during the season.

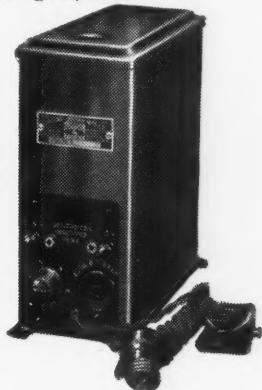
The "Pollenair" filter consists of three major parts—a motor, fan and the filter enclosed in a metal cylinder which rests on a metal stand. It is connected to a window by means of adjustable metal pipe and an adjustable slide which closes the window opening. It is operated from the lighting circuit (with a.c. or d.c. motor) and consumes but 60 watts. As soon as the filter is started, dust-and pollen-free air is sucked into the room at the rate of 180 to 200 cu.ft. per minute. The intended retail price is \$150.—*Electrical Merchandising*, August, 1928.

"Phoenix" Exit Lights

Two new "exit" lights, attractive in appearance, to harmonize with well-designed lighting installations in theaters and hotels, have been brought out by the Phoenix Glass Company, Monaca, Pa. One of these new lights is a bracket-type fixture, the other a pendant. The fitter is 3½ in. and the word "Exit" appears in letters 3 in. high. The natural ruby color of the glass stands out sharply against the black background. The lights are also available in white glass with red or green letters.—*Electrical Merchandising*, August, 1928.

Dry Electric "A" Power Unit

The Greene-Brown Manufacturing Company, 5100 Ravenswood Avenue, Chicago, is marketing a dry electric "A" power unit for a.c. radio reception, using d.c. tubes. It is described as dry and batteryless and as requiring no water and containing no acid. It employs two special Greene-built "Syncrofilter" chokes, three heavy-duty condenser banks and efficient dry-plate rectifier, type B-16. It is made for operation on 50-60 cycle, 90 to 135-volt a.c. circuits. Its maximum output is 2½ amp. at 6 volts. It has rheostat adjustment for fixing voltage requirements of all 5 to 10 tube sets. Pin jacks are provided on front panel for insertion of voltmeter, with prong-socket receptacle for connecting a "B" power unit. The 6-ft. lamp cord is equipped with push-button switch for turning both "A" and "B" units on or off at the same time. The case is of 20-gauge metal. Its measurements are 9½ in. high, 9 in. long, 3¾ in. wide. Finished in rose leaf green enamel, with black base and panel. Shunt resistances may be obtained for operating "Radiola 28" or any other 199 tube-type receiver. Intended list price, east of Rockies, \$37.50.—*Electrical Merchandising*, August, 1928.



Hand Portable Inspection Light

The Benjamin Electric & Manufacturing Company, 120 South Sangamon Street, Chicago, has brought out a new hand portable inspection light, designed especially for very close inspection work.

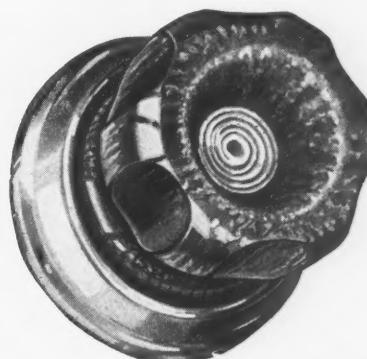
The light is of handy size and weighs 2½ lb. A conveniently located thumb switch in the handle automatically breaks the circuit when the thumb is removed, thereby saving current and time.

The reflector is of heavy-gage aluminum with glass cover, smooth outside and sand-blasted inside. A belt gasket between glass cover and reflector provides dust-tight joint. Molded composition, medium base socket. The handle is of varnished hardwood and is equipped with heavy duty thumb switch.—*Electrical Merchandising*, July, 1928.



Portable Dynamic Cone Reproducer

Designed for apartments and homes where small radio reproducer is desired that can easily be moved from place to place, is the new portable dynamic cone reproducer of Newcombe-Hawley, Inc., St. Charles, Ill. The new reproducer uses the Newcombe-Hawley dynamic cone chassis. The cabinet is walnut with a satinwood front. The reproducer is made in three models for use with 6-volt battery sets, 100-200-volt d.c. sets and 110-115-volt, 60-cycle a.c. sets.—*Electrical Merchandising*, August, 1928.



Electric Automobile Cigar Lighter

Something new and different in electric cigar lighters for automobile use is the new wireless "Pass-a-Lite" lighter brought out by the Stewart-Warner Speedometer Corporation, 1826 Diversey Parkway, Chicago. This new lighter is easily installed through a tiny hole in the instrument board of the car. No reel is employed. The bowl is simply depressed in its nickel base, the element glows red and the bowl is pulled out and used like a match. Intended retail price, \$2.50.—*Electrical Merchandising*, August, 1928.

Water Heater in Color

Among the many desirable features of the Rainbow Line of "Sepco" electric water heaters is the attractive appearance of these new heaters, in colors—Chrome Yellow, Chinese Red and Jade Green—making them a decorative piece of kitchen equipment.

Features of the heaters are the automatic operation, the indicating thermometer, which tells at a glance the temperature of the water, the "leakage by-pass" a "Sepco" feature preventing waste of hot water and saving electric current when users forget to close the hot water faucets tightly. The heaters are made in storage type, with high and low wattage units. The high wattage models are made in capacities of 10 gal., 18, 40 and 60 gal., with ratings of 1,500, 3,000, 4,500 and 5,000 watts respectively, while the low-wattage models are offered in 40 and 60 gal. capacities, with ratings of 600, 1,000, 1,300 and 1,500 watts respectively.—*Electrical Merchandising*, August, 1928.

New Electrical Merchandise

Bakelite Unit Receptacle

Following the trend toward beauty and harmony in household fittings, the Connecticut Electric Manufacturing Company, Bridgeport, Conn., is bringing out a new bakelite receptacle which is made in one unit, combining both plate and receptacle. With this new receptacle, the contractor is not required to install two or more parts with each receptacle as heretofore, but merely to hook in the wires and screw on the plates.

The plate is made of bakelite, rich brown in color, and may be had in either two-tone (gloss and satin) finish or embossed with various designs. Small bakelite buttons cover the screw heads, giving it a finished and pleasing appearance, also a "dead front."

The receptacle box is small, affording extra room in the wall for wires. The terminals are recessed to make for further compactness. Double contact with each plug terminal is secured by special spring metal contact arms which grip the plug terminals securely but not too snugly for easy removal of the plug. The plate is $\frac{1}{8}$ in. thick and is especially reinforced at the back to give added strength.—*Electrical Merchandising*, August, 1928.



"Bryant" Flush Tumbler Switches

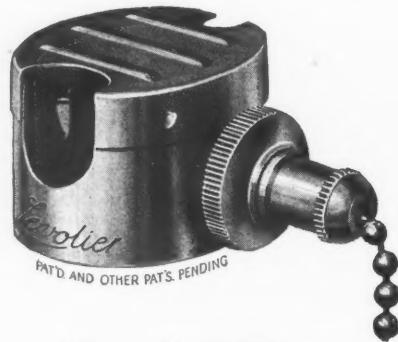
Outstanding features of the No. 3951 series of flush tumbler switches developed by the Bryant Electric Company, Bridgeport, Conn., are the "on" and "off" indications on the brown composition handles, the wider and heavier handles, shallower porcelain cups, $1\frac{1}{2}$ in. The mechanism and yoke are integral and the switches are made with positive kick-off feature so that they cannot "hang up" in operating. The dust covers are stationary. The switches can be furnished with "Glo-Guide" transparent "Tempus" luminous handles or with luminous tip on handles. Black handles will be supplied if specified.—*Electrical Merchandising*, August, 1928.



Porcelain Brackets and Receptacles

A recent addition to the line of the Bryant Electric Company, Bridgeport, Conn., are the "Alabax" brackets and receptacles which are in great demand for rooms with tiled or enameled walls. They are particularly adapted to use in localities where local requirements call for porcelain fixtures in rooms with running water and tile or concrete floors. The devices are not affected by moisture, heat or cold and do not attract dust. They are easily kept clean and retain their glossy surface indefinitely. The brackets may be had with or without convenience outlet. The receptacles may be had with flat, recessed or extra deep back, with shade-holder groove, shade-holder or porcelain ring.

Both brackets and receptacles are rated at 250 watts, 250 volts and 660 watts, 250 volts. White, black glaze, Pompeian or ivory finish may be had, as well as chamois finish in the brackets, also with white ground with lines of blue, green, red or black. List prices on brackets range from \$4 up while the receptacles range from \$1.10 up, with small additional cost for the various finishes.



"Levolier" Fixture Switch

The McGill Manufacturing Company, Valparaiso, Ind., has announced an improvement in the Levolier No. 61 fixture switch.

The new switch, the company points out, is very well adapted to use in industrial and store lighting, the lighting of restaurants, assembly halls and gymnasiums, which are now tending toward the use of higher wattage lamps. The actual size of the switch is $1\frac{1}{8}$ in. x $\frac{1}{4}$ in. and, it is declared, is ideal for shallow ceiling pans and canopies of store and office fixtures. All of the current-carrying parts are of heavier construction and the make and break is so designed that arcing effect is minimized. This new switch, says the company, will take the initial destructive surge of a cold 500-watt gas-filled Mazda lamp and stand up in continuous service over long periods of time.—*Electrical Merchandising*, August, 1928.



Explosion-Proof, Self-Ventilated Motor

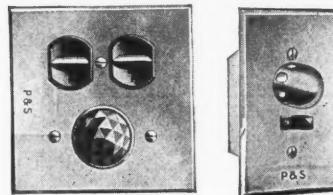
The Louis Allis Company, Milwaukee, Wis., is announcing a self-ventilated explosion-proof motor, which will be known as type Ex. This motor, the company announces, has been tested, inspected and listed by the Underwriters' Laboratories for operation where gasoline, naphtha, oil or other petroleum products are made, used or handled. The motor was developed, it is explained, at the request of several machinery manufacturers for an explosion-proof motor that would be small enough and light enough for practical use. The new motor is approximately half the weight of a non-ventilated motor and but slightly heavier than a standard open motor. A 5-hp., 1750 r.p.m. type Ex motor is only 33 lb heavier than an open motor of the same rating and can be installed in the same space.

The new motor is available now for a.c. use in sizes up to 5 hp., and will be available in the near future in sizes up to 10 hp. It can be mounted with little or no special arrangements, on a machine designed for a standard open type motor, the company points out. It is designed for use in gasoline refineries, garages, etc.—*Electrical Merchandising*, August, 1928.

New P & S Devices

Several new wiring devices have been placed on the market by Pass & Seymour, Inc., Syracuse, N.Y. These new items are as follows: Tumbler switch and convenience outlet to fit any standard gang switch outlet box; heavy duty ceiling switch; duplex receptacle with pilot light; tumbler switch with pilot light; adjustable candle socket; and a new, intermediate base sign receptacle.

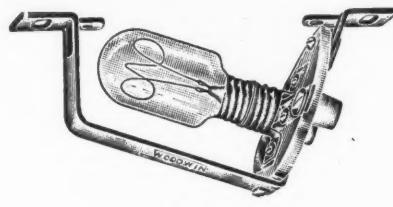
This new intermediate base receptacle, known as P & S 6403, has spring stud which snaps it into place, it being necessary to run but one screw in from the front—a one-man job. The fixed position of the spring stud and the terminals make it easy to polarize the sign. This sign receptacle, the company points out, makes possible sharper, more pronounced letters, closer spacing of lamps and narrower and finer curves in the sign.—*Electrical Merchandising*, August, 1928.



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Pilot Light Receptacle

All the cumbersome porcelain parts which ordinarily go with a pilot light receptacle are eliminated in the new No. 455 receptacle brought out by the C. D. Wood Electric Company, Inc., 565 Broadway, New York City. This new device consists of a single nickel-plated strap to which is attached a small porcelain base to hold the lamp. The small porcelain base takes up a minimum amount of space, permitting the lamp to be screwed into place or removed without hindrance. The strapwork leaves ample room for wiring. It is made to fit all standard outlet boxes and plates. A detachable ruby lens for use with the receptacle is also being offered by the company. The brass frame has projecting prongs which can be bent over in back of any standard single gang toggle switch plate.—*Electrical Merchandising*, August, 1928.



"Ohio" Vacuum Cleaner in Color

Among the appliances offered in color is the "Ohio" cleaner, a product of the United Electric Company, Canton, Ohio. Coloring is confined to the motor dome, self-starter cover, handle fork, casters and bag. "We have not as yet, gone into the coloring of the base of the cleaner—the nozzle," says the company, as we believe color on the nozzle base will be subject to such abuse even in its most careful use that it would not long retain its newness, unbroken by chipping, marring, etc. Two color combinations are available, blue and orange. This machine is the self-starting cleaner. It starts and stops by raising and lowering the handle.—*Electrical Merchandising*, August, 1928.

Electrical Merchandising, August, 1928

Manufacturers' "Dealer Helps"

Show window, counter, mail advertising and specialty aids offered to help the dealer get more business

Uses for the "Thor" Toy Washer and Ironer

Many ways of putting the "Thor" miniature washer and ironer to work in selling its "full-grown" prototypes are suggested by the Hurley Machine Company, Chicago. These little appliances are exact duplicates of the "Thor" washer and ironer,—the wringer rolls revolve, (by hand) and the roll of the ironer likewise. The ironer can be folded into an upright position, exactly like the large machine.

Here are some of the suggestions offered by the company for the use of these new sales aids:

1. Advertise the toys in the local newspaper; put a small panel in every newspaper advertisement run. Show the toy washer or ironer and use a coupon in the ads, inviting women to send either stamps or coins for one of these toys for the youngsters.

2. Advertise the toys free to customers in the following ways: Offer a toy ironer to those who have bought washers in the past five or six months; offer a washer to those who have bought ironers in the past five or six months. Offer the toys free as a means of getting these women to come back to the store and thus keep up contact with washer and ironer prospects.

3. Use the toys in window trims. They will attract the youngsters and their parents and will serve as a magnet to draw prospects to the store. Place small cards in the windows telling how the toys may be obtained.

4. Circularize customers. Put a circular in with the lighting bill and tell customers the toys can be secured by presentation of the circular and a certain amount of money. Be sure you do not distribute the toys except at the store.

5. Give toys as premiums with washing and ironing machines. Give the toys also as premiums with other appliances to get customers thinking and talking about "Thor" products.

6. Display toys at shows, fairs and displays of all kinds. Giving a toy free might help to clinch a sale.

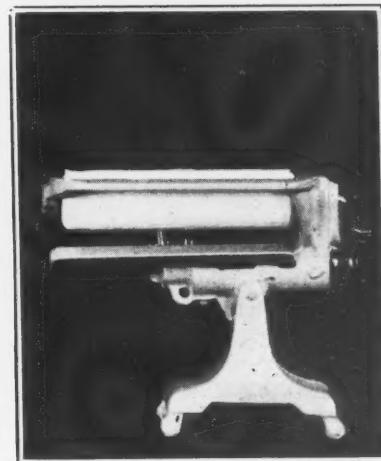
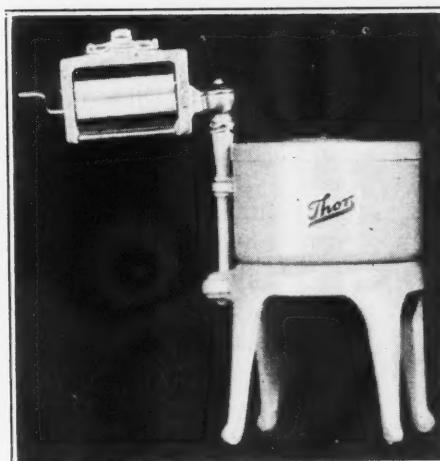
7. Build up a prospect list by advertising that a pair of the toys will be given to every one turning in a real washer or ironer prospect.

The toys are to be ordered direct from the manufacturer, the Arcade Manufacturing Company, Freeport, Ill. Quotations may be had from the manufacturer on any quantity desired.

THE TRUMBULL-VANDERPOEL ELECTRIC MANUFACTURING COMPANY. Bantam, Conn., has brought out a complete catalog on safety switches. The catalog covers the use and application of all forms of safety switches of which the company makes a complete line.

EDWARDS & COMPANY, INC., 140th and Exterior Streets, New York City, has recently issued a new general catalog No. 14, covering its complete line of electric signalling devices. The catalog is well illustrated and contains much electrical engineering data and information.

JOSEPH KURZON, 110 West 31st Street, New York City, has a catalog, No. 25, on "Kurzon-Lite" residential and commercial lighting equipment.



Exact reproductions of the "Thor" washer and ironer are the toy machines offered by the Hurley Machine Company, Chicago, Ill., as sales helps. Many suggestions for the use of these small toys to increase washer and ironer sales are given by the company. The toys are to be ordered direct from the manufacturer, the Arcade Manufacturing Company, Freeport, Ill.

THE COLE MANUFACTURING COMPANY, INC., Birmingham, Ala., manufacturer of the "Freez-E-Z" freezer and "Churn-E-Z" churn for operation from the washing machine, has available to dealers interested a prospect sheet. This sheet is intended for distribution to washing machine owners and offers a churn or freezer attachment free to owners sending in the names and addresses of neighbors or friends interested in washers.

"Servel" Refrigeration Booklet

"Modern Refrigeration in the Modern Color Setting" is the title of an appealing little booklet on refrigeration published by Servel Sales, Inc., Evansville, Ind. The booklet, naturally, deals with the one room in the house which has been consistently neglected,—the kitchen and gives, in color, suggestions for kitchen decoration. It is attractive in appearance and text.

THE IRON MOUNTAIN COMPANY, Chicago, Ill., is distributing a series of new sales helps on its "Zerozone" refrigerator. The material includes a series of "line literature" describing the various self-contained models in the "Zerozone" line, a folder "Preserve Your Food," another, a small booklet called "The Magic Touch, a story about the little fairy that keeps the baby's food pure and sweet," broadsides in color, and a book of recipes, "The New Art in Iced Foods."

"**ARE OIL HEATERS PERFECTED?**" is the title of a new publication issued by the Oil Heating Institute, 420 Madison Avenue, New York City. The perfect heater, says the Institute, must be capable of supplying maximum heat when it is needed and shutting itself off when the need is past. The five qualities listed as the prime requisites of the perfect oil heater are: Heat when you want it, even temperature, safety, quiet operation and economy.

THE CO-OP ELECTRIC SUPPLY COMPANY, 33 North Union Street, Chicago, and 80-39th Street, Brooklyn, N. Y., announces its Lighting Fixture Catalog No. 28, covering a comprehensive range of styles and designs in lighting equipment.



To Promote Electric Cookery

One of the new range window display cards of the Benjamin Electric & Manufacturing Company, Chicago, sketches the convenience and comfort features of the range while the other stresses the many desirable features of the Benjamin range. The cards are 14½ in. wide by 39 in. high and are made by the Kalsign process in genuine oil paints. They are easily kept clean and fresh by wiping the surface with a damp cloth.

A Dealer Speaks His Mind

(Continued from page 52)

and send to the financing company the remainder of the account not paid by the customer.

The average dealer is lucky if his net profit runs as high as 10 per cent, so that he must figure on having a year's profit held by the finance company for which he does not even get interest. To make it worse, his own money is used to finance a part of his contracts and he pays nearly 15 per cent for it.

I am glad to note that the larger distributors of electrical merchandise are nearly all arranging to operate financing companies, to be used exclusively by dealers handling their own product. This makes it possible for

the business welfare of the manufacturer and dealer to be considered when any financing changes or problems are encountered, and I think will, in time, eradicate many of the abuses now prevalent in the financing business.

Yes, sometimes it does seem that we are "dead from the neck up," or we would never have started in the business. Yet I am optimistic enough to think that the plight of the dealer is destined to be ameliorated as fast as the manufacturers become familiar with the problems confronting the dealer, and realize that the solution is a benefit to all.

Let's have volume *plus* profit.

Wiring and Re-Wiring Booklet

In a well-illustrated and colorful booklet the Copper & Brass Research Association, 25 Broadway, New York City, presents the subject of house wiring and the comforts to be derived from a well-wired home. Thousands of copies of this booklet have been distributed to electrical leagues throughout the United States for distribution, in turn, to prospective electrical customers. This is a new edition of the Association's wiring booklet. Copies will be distributed through the same channel and also by advertisements in daily newspapers.

THE LEE-MARION COMPANY, 300 West Adams Street, Chicago, has issued a new catalog on its junior bridge and table lamps and shades. In dealer helps, the company has a small folder or envelope stuffer for special lamp campaigns, featuring terms of 95c. down and the balance in small monthly payments. There are also doorknob hangers and other literature for house-to-house distribution.

THE HOLOPHANE COMPANY, INC., 342 Madison Avenue, New York City, has published two new booklets, "Modern Retailing Success" and "Lighting Specifics for Gasoline Filling Stations." The former publication deals with the subject of store and window lighting and the various "Holophane" units applicable to this use. Particular attention is drawn to pages 14 and 15 of the booklet, featuring control lenses for special lighting.

THE STANDARD ELECTRIC STOVE COMPANY, Cleveland, Ohio, has issued a new mailing piece—a four-page letter-size folder, in color, providing space on the first sheet for a letter and showing on the other three pages, "Standard" ranges, including the new colored models.

THE EDISON ELECTRIC APPLIANCE COMPANY, 5600 West Taylor Street, Chicago, has prepared a series of dealer helps for use with its new "Super-Automatic" iron. The material consists of a colorful window card, 18 in. x 26 in., showing the new "Hotpoint" iron and the attendant Redman, also two Redmen cut-outs; newspaper ads; and a direct-mail folder, 3½ in. x 5½ in.

THE SAVAGE ARMS CORPORATION, Utica, N. Y., is issuing a new instruction book, "How to Use and Care for the Savage Washer." This book, copy of which will accompany every Savage washer leaving the factory, has been over a year in preparation, the company explains, and incorporates the experience and practice of capable Savage demonstrators, salesmen, distributors and dealers, as well as the suggestions developed by the company's own laboratory experts in Utica. Careful observance of the instructions given in the book, by both seller and purchaser, will go a long way, it is pointed out, to eliminate call backs and service, due to any failure to properly operate the Savage washer.

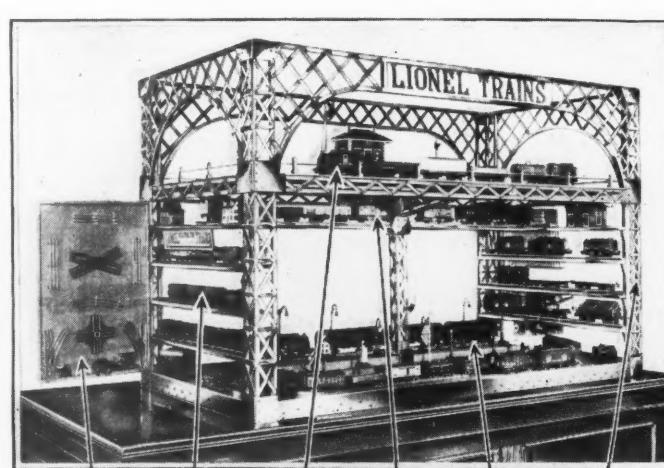
THE BRYANT ELECTRIC COMPANY, Bridgeport, Conn., is distributing a new folder, illustrated in color, describing the new line of receptacles with "De Luxe" inlaid wood, "Templus" and brass plates.

Test Card for Artificial Light

A test card for comparing the quality of artificial lighting with natural daylight has been devised by the O. C. White Company, Worcester, Mass. The card is mounted on a blotter. It shows a group of colors of various shades. The card is to be examined under ordinary artificial light. "Note the difficulty in distinguishing between the color tones in each group," directions read. "Now test under natural daylight or under a 'White' Daylight Unit. The different color shades or values are clearly evident."

THE HART MANUFACTURING COMPANY, Hartford, Conn., has recently issued Bulletin No. 10, on Remote Control Switches for lighting circuits and other uses. Various types of remote control switches are illustrated, with wiring diagrams and suggested applications.

"Lionel" Permanent Toy Train Display



Made of wood but finished to simulate structural steel is a new permanent toy train display developed by the Lionel Corporation, 15 East 26th Street, New York City. The complete structure can be placed on top of a counter or display fixture. It is equipped with layouts of "O" gauge and "Lionel Standard" track on the lower level, upon which the trains can be displayed and operated. Elevated steps on the platform permit the displaying of a variety of trains and illuminated accessories. Shelves on the sides provide means for displaying a complete assortment of cars and other accessories. The display is completely wired and includes four snap switches to control the operation of trains and illumination of lamp posts. Dimensions: 9 ft. long, 4½ ft. wide, 5½ high. The complete display is offered "Lionel" dealers at a special price, less than the cost of manufacture of \$100.

The Firing Line News.

New York

"For the Man at the Sales Front"

August, 1928

Three Months' Co-operative Lamp Campaign in Four Lake States

Engineered by Great Lakes N.E.L.A.

CHICAGO, ILL.—Beginning September first, and running until the end of November, the central station members of the Great Lakes Division, N.E.L.A., will conduct a co-operative lamp selling campaign according to E. L. Hinchliff, chairman of its merchandising committee. Four states, Indiana, Michigan, Wisconsin and Illinois, will participate.

State and division cups will be awarded to the companies doing the best selling jobs. Entrants will be judged on the following basis:

Subject	Points
Total number of lamps sold per total connected meters	60
Average voltage of lamps sold at retail	15
Percentage of total employees entering contest	10
Total dollars of sales per meters connected	15

Individual company campaigns may be scheduled for any 30-day period during September, October and November. All reports must be rendered before Jan. 1, 1929.

Prizes Awarded in Residence Luminaire Contest

Beardslee and Miller Submit Winning Residence Lighting Units

CHICAGO, ILL.—Prize awards in the recent Luminaire competition held jointly under the auspices of The Committee on Residence Lighting Equipment of the Association of Edison Illuminating Companies, The Home Lighting Committee of the National Electric Light Association and The Electric Association of Chicago, were announced recently at the A.L.E.A. convention.

The Beardslee Chandelier Manufacturing Company won first prize for Luminaires in the above \$30 prize class, second prize going to the Duplexalite Division of The Miller Company and also to R. Williamson & Company (Two latter companies tied for second place). In the "below \$30" class The Miller Company won first prize, second prize going to the Lightolier Company.

The awards were made on the basis of the best combination of the three essential factors which should be embodied in all equipment for

Ranges "In The Army Now!"

WASHINGTON, D. C.—Army housewives who have been struggling with wornout gas, wood and coal ranges are going to receive electric ranges. The War Department has announced that 1,900 electric ranges have been purchased and will be distributed to posts in the United States. Later, housewives in military posts in the insular possessions also will get them.

home lighting: 1. Quality of illumination gauged by a sufficient quantity of light given without glare and objectionable shadows. 2. Excellence of workmanship in mechanical and electrical construction. 3. Artistry of design when viewed both lighted and unlighted in natural surroundings.

H. C. Wilder Directs Sale of Rome Wire to Utilities

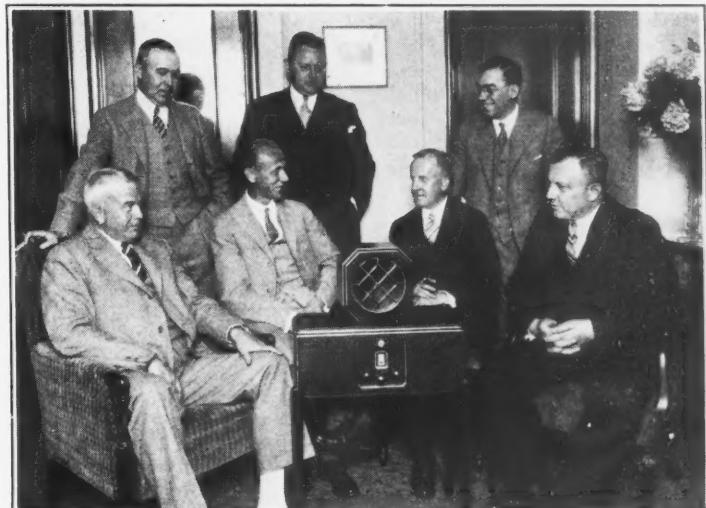
Prominent Roman Leaves Northeastern Power

ROME, N. Y.—On the first of August, Col. H. C. Wilder, "first Roman," and former director of sales for the Northeastern Power



This enterprising dealer secured permission from the manager of a local 5 and 10 cent store to tie in with its washable dust-cap window display and demonstrated his washer and the "washability" of the caps simultaneously.

Eveready's Sales Managers



Left to right: H. S. Schott, general sales manager, National Carbon Company; C. B. Clendenin, San Francisco district manager; Rodney Morison, Jr., Atlanta district manager; D. G. Raymond, New York district manager; Eveready's new die-cast aluminum radio set; C. E. Anderson, Kansas City district manager; George Furness, manager, radio division and J. M. Spangler, Chicago district.

System, takes up his new duties as director of public utility sales for the Rome Wire Company. He is succeeded at Northeastern by W. Nye Smith, former new business manager of the Rome division of Northern New York Utilities, Inc.

Col. Wilder, in addition to his work with Rome Wire, will also do special work for the General Cable Corporation, of which the Rome Wire Company is a part. During

the two year period in which he headed Northeastern Power's merchandising activities, sales jumped from \$250,000 per year to leadership with respect to appliance sales per customer.

K. C. Club Has Trade Relations Committee

To Stimulate Local Co-operation

KANSAS CITY, MO.—The Kansas City Electric Club has authorized its president to appoint a Trade Relations committee.

"It is hoped that this move will result in a bigger and closer brand of local co-operation for the greater upbuilding of our industry," declares G. W. Weston, secretary-manager.

McGraw-Shaw Merger

"System," "Magazine of Business" Form New Division of McGraw-Hill Company, Publisher of Electrical Merchandising

NEW YORK, N. Y.—The McGraw-Hill Publishing Company, publisher of *Electrical Merchandising* and 14 other magazines in the industrial and trade-paper fields, has merged with the A. W. Shaw Company of Chicago, which produces "System," "Magazine of Business" and "Industrial Distributor and Salesman." The two com-

panies have had a close relationship since the fall of last year, when they jointly formed the McGraw-Shaw Company, which publishes "Factory and Industrial Management" and "Industrial Engineering."

The Shaw company is to be operated as a division of the McGraw-Hill Publishing Company. A. W. Shaw will continue as chairman of the board and will also become a director of the McGraw-Hill organization. Wheeler Sammons becomes a director and member of the McGraw-Hill executive committee, also senior vice-president and general manager of its A. W. Shaw division. James H. McGraw, president of the McGraw-Hill Publishing Company becomes also, president of the A. W. Shaw Company.

Hoover Cleaner Men in Camp

Hold 8th International Convention

NORTH CANTON, OHIO.—The "Eighth International Hoover Convention," the annual summer conference of the Hoover Company, manufacturers of the Hoover Cleaner, was held in camp, two miles from the works in North Canton, Ohio, from July 10 to 21. For the first week 340 salesmen were in attendance and the second week, 450 executives, department heads, division and district managers and crew supervisors. Business programs, three times daily, considered sales plans and policy, engineering, advertising and market conditions, the central theme being the year's slogan—"Let's Increase the Business Again."

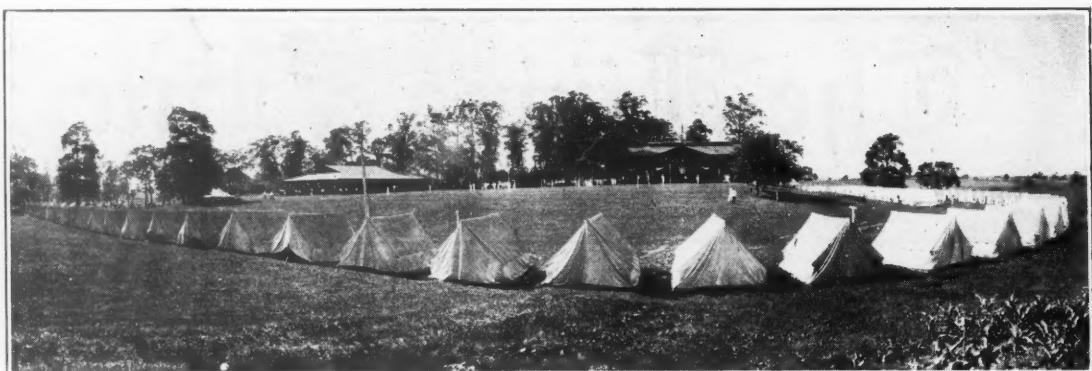
The Hoover Camp is located on a wooded hill in the center of a farm, surrounded by fields of grain and pasture land. It provides sleeping tents, an auditorium and a dining hall that will care for 500, with special exhibition tents for the engineering and advertising departments and every service for the comfort of the men as well as a swimming pool and a variety of sports. A daily paper, "The Agitator," appears each morning.

Through years of such co-operative work the Hoover organization has developed a remarkable degree of spirit and purpose. Songs have played a prominent part and the Hoover song book presents 128 parodies on popular songs, designed to dignify the details of their sales plan and interpret the policies of the company to the men. Special honors were awarded to the 100 leading Hoover salesmen drawn from the entire country.

Monowatt Vice-Presidents

MERIDEN, CONN.—S. C. Caswell and A. F. Warren have been appointed vice-presidents of the Monowatt Corporation. Mr. Caswell was for 12 years manager of the New York office of the National Lamp Works of the G. E. Company and will be in charge of sales for Monowatt. Warren was with the Miller Company of Meriden for about 15 years and managed sales in its western territory.

Tenting On the Old Camp Grounds



Panorama of the Summer Conference of the Hoover Cleaner organization, held in Camp on the old Hoover farm near North Canton, Ohio.

Credit Men Convene in Boston

Boardman of Federal Reserve Advocates Close Study of Nation's Business

BOSTON, MASS.—The annual convention of the National Electrical Credit Association was held on July 16 and 17 at the Hotel Statler, Boston, where an interesting two-day program included among the speakers Elliott S. Boardman, manager of the Industrial Statistics Division, Federal Reserve Bank, Boston. Mr. Boardman advocated that individual credit men keep closely in touch with national credit trends by reading statistical charts prepared by banking organizations, trade journal reports and similar sources of data.

Newly elected officers of the association are: Benjamin P. George, Beardsley Chandelier Company, Chicago, president; J. A. Lecour, Mitchell-Rand Company, New York, vice-president; Frederick P. Vose, Chicago, secretary-treasurer.

Goodwin Wins Lamp Works Merchandising Prize

Developed Interesting Sales Idea. Increased April and May Sales

ADRIAN, MICH.—Budd Goodwin of this city is riding around in a new Ford Tudor Sedan, first prize in the National Lamp Works of the G. E. Company's recent "Get-a-way" contest in which 6,400 retailers competed.

Goodwin, according to the judges, who were Earl Whitehorne, editorial director, *Electrical Merchandising*, J. A. Fowler, president of the Fowler Electric Company of Memphis and C. E. Greenwood, commercial director of the N.E.L.A., utilized so many new and effective ideas in merchandising "Mazda" lamps that his position in the contest was never in doubt. With a splendid increase in April and May sales Goodwin proved what an electrical dealer can do toward merchandising lamps during the months in which the normal lamp demand usually shows a decrease due to longer hours of daylight.

La Crosse Picnickers



A gentleman who says he is "blamed" for everything published about the Electrical League of LaCrosse, Wisconsin, sends us this picture of "Mac" McDonald of the Square D Company, George R. Bracken of Clark-Bracken, Inc. and "Henry" Marcotte, sales manager of the Northern States Power Company of LaCrosse taken at a recent league picnic and says that he wishes to remain an anonymous contributor. Okay with us, Mr. Bracken, Mum's the word!

Puppy Pounders Papa



Oliver B. Capelle, newly appointed sales promotion manager for the Electric Vacuum Cleaner Company and its subsidiary, the Premier Service Company, is the originator of "The Race of the Premier Puppy Pounders" sales campaign in which all "Premier" cleaner salesmen are now competing.

N. Y. Dayton Distributor

NEW YORK, N. Y.—The A. C. Dayton Company of Dayton, Ohio, manufacturing a line of a.c. and d.c. radio receivers, also the new Flewelling Short Wave Adapter, is to be represented in New York by the Friedman-Snyder Company, 15 Park Place.

Boynton, G.E. Lamp Executive, to Serve on Automotive Equipment Committee

Directs Merchandising of Mazda Lamps

CLEVELAND, OHIO.—N. H. Boynton of the National Lamp Works of the General Electric Company was elected chairman of the Greater Market Development Committee of the Automotive Equipment Association at a recent meeting of its board of directors. This committee, with a sum of \$150,000 at its disposal, directs an educational campaign to automotive agents for the purpose of teaching them, by stressing the value of regular attention, how to double the life of their customers automobiles, and at the same time, lower the running cost per mile.

Mr. Boynton is ably equipped to direct this campaign because of his experience in merchandising one of the fastest selling accessories in the automotive field, National Mazda Lamps.

Appliance Exports Increase

Government Report for May, Just Available Shows \$850,073 Gain

WASHINGTON, D. C.—The foreign trade of the United States in electrical equipment during May, 1928, showed an increase of \$850,073 over the corresponding period of 1927. Exports for the first five months of this year amounted to \$43,999,313, or an increase of \$2,400,232 over last year. Most of the gains recorded were for light equipment. Exports of electric lamps, fans, and insulated copper wire and cable decreased.

Exports of electric refrigeration sets up to 1 ton capacity increased by \$394,694 during May as compared with the like period of last year. Over 50 per cent of the \$781,864 worth exported were taken by Canada. British India is gradually becoming a larger consumer of this class of equipment, and during May took more than the United Kingdom, exports to these countries

amounting to \$42,673 and \$41,829, respectively. Belgium took \$27,682 worth of these machines and Spain \$24,145 worth.

The foreign trade in washing machines during May increased by \$34,444, with Canada the outstanding market. Exports to that country amounted to \$144,885, or over 75 per cent of the total shipments from the United States. The United Kingdom and Australia took \$21,245 and \$10,693 worth, respectively.

Shipments of motor-driven household devices from the United States increased by \$139,256 for May. Beginning with January of this year, this article was classified under two groups, namely, vacuum cleaners and other motor-driven devices, except tools. It is significant that the value of vacuum cleaners amounted to \$23,099 more than the combined exports during May of last year. Of a total of \$220,624 worth shipped in May, 1928, Great Britain and British possessions took over 50 per cent, the United Kingdom being the largest individual consumer, with imports amounting to \$80,023. Canada took \$41,421 worth and Australia \$20,515 worth. Shipments to the Netherlands amounted to \$40,233 and those to Germany amounted to \$28,055.

Exports of radio apparatus as a whole increased by \$27,353 for May, although certain classes of this group decreased. The gains registered were for receiving sets, tubes, and receiving-set components, while accessories decreased. Argentina, Australia, and Canada continue to be good markets for receiving sets and components, taking over 50 per cent of such material. Italy took \$20,685 worth of receiving sets during May and \$8,639 worth of accessories.

Lockerbie with Rainbow

MARBLEHEAD, MASS.—John W. Lockerbie of this city has been appointed New England divisional manager for the Rainbow Appliance Corporation of Rochester, N. Y., manufacturer of the "Rainbow Automatic" ironer. Lockerbie is well known to the electrical trade of the section.

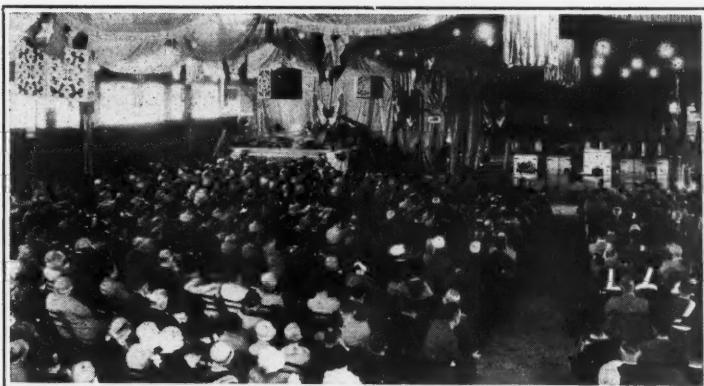


We Wonder

These electric coolers, (General Electric) installed in the "Hospitality House," provided cold, pure drinking water for the delegates to the Democratic Convention at Houston. We are asked to believe that this water was the "official drink" of the convention. But that's a little too much to swallow.

Electrical Merchandising, August, 1928

Oil-O-Matic, Not "Oil"



This is one convention at which delegates did not hesitate openly to discuss the "oil" situation. 2,400 merchandisers attended the Williams Oil-O-Matic Heating Corporation's fourth international convention at Bloomington, Illinois, during the week of June 25th.

Electrical Conventions on the Calendar

Ass'n of Electra- gists, Int.	With Exhibits	Hotel Stevens, Chicago	August 6-11
Camp Cooper- Ass'n.	(S. E. D.)	Ass'n Island, Hender- son Harbor, N. Y.	August 2-7
Nat'l Elec. Light Ass'n.	Eastern Div.	Bedford Spgs., Pa.	September 5-7
	Great Lakes Div.	French Lick Spgs., Ind.	September 27-29
	Kansas Sect.	Wichita, Kan.	October 18-19
	New England Div.	So. Portland, Me.	September 24-27
	Rocky Mt. Div.	Glenwood Spgs. Colo.	September 17-20
Nat'l Elec. Credit Ass'n.	Central Division	Chicago, Ill.	November 15-16
Nat'l Elec. Mfrs. Ass'n.	Apparatus Div.	Briarcliff, N. Y.	October 29- November 1
Nat'l Elec. Whole- sellers Ass'n		Chicago, Ill	November 19-22
National Safety Council		New York, N. Y.	October 1-5

Spokane Utility Finances Dealers Small Appliance Sales

Offers Dealers Same Merchandise During Campaigns. Takes Over Time-Payment Accounts

SPOKANE, WASH.—The Washington Water Power Company has adopted a co-operative plan of financing whereby dealers in the Spokane district can sell small appliances during special campaigns on terms similar to its

own. A small carrying charge is added to the cash price of the small appliance sold by the dealer, the first payment is paid to him but subsequent payments are made—with his consent—to the power company.

The power company credits the dealer with the cash price of the appliance, less the cash payment, immediately after a sale is concluded and the company further agrees to accept all sales made. It reserves the right, however, to turn back to the dealer accounts which it is unable to collect. Campaigned appliances are available to the dealer at approximately cost. These are to be paid for in cash but are returnable if unsold at the end of the campaign for full credit.

New Benjamin Distributors

CHICAGO, ILL.—The Benjamin Electric Mfg. Co., has announced the appointment of the following distributors for its line of electric ranges: Charles B. Scott Company, Scranton, Pa., Inland Electric Company, Chicago, Danville Electric Supply Co., Milwaukee, Universal Electric Company, Peoria, Ill., Warren Electric Company, Sioux City, Ia., and the American Electrical Supply Company of Chicago. The following newly appointed companies will distribute the company's general line of electrical products: Auto & Electric Supply Co., Baton Rouge, La., Fife Electric Supply Co., Detroit, The VanMeter Co., Cedar Rapids, Ia., and the Roland T. Oakes Co., Holyoke, Mass.

Fore!

Eureka Runs a "Golf" Contest

DETROIT, MICH.—The Eureka Vacuum Cleaner Company has started a national "Golf" contest, but strangely enough the play does not take place on a regular course. The "green" is the homes of America and each vacuum cleaner sale is chalked up on the card as a "hole."

The company offers its salesmen—from July 1 to September 1—one prize cleaner for 20 "holes," 2 prize cleaners for 30 "holes," 3 cleaners for 40 "holes" and 4 cleaners for 50 "holes." In addition the "course champion" for the period will receive \$150, second man, \$100, third, \$75, fourth \$50 and fifth, \$25—direct solicitation only.

Gregory Heads Canadian Electrical Association

Utility Man Since 1912

MONTREAL, P. Q.—P. S. Gregory, assistant to the vice-president and general manager of the Shawinigan Water & Power Company, has been elected president of the Canadian Electrical Association for the coming year.

He has been in the utility field since 1912, starting first in the traction field and entering the electric light and power field in 1918. At that time he became electrical engineer of the Shawinigan subsidiary distribution companies, later growing into his present executive position.

Allied Represents Hoosick

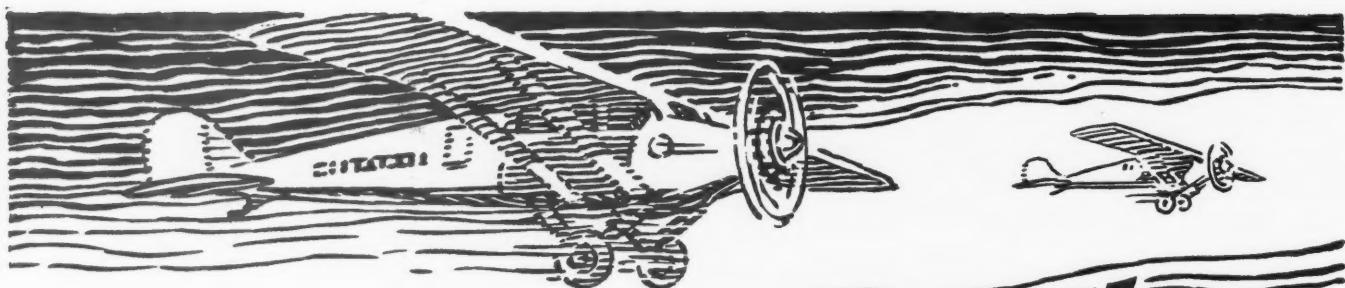
NEW YORK, N. Y.—The Hoosick Falls Radio & Electrical Parts Manufacturing Company, Inc., has appointed the Allied Electrical Sales Company of 58 West 15th Street, its sales representative for the metropolitan territory.

Brown Succeeds Rives

PORTLAND, ORE.—Harry W. Brown has been appointed manager of The Electric Corporation's Portland office, succeeding Albert Rives, who has resigned.

Worrell Manages Iroquois Sales

PHILADELPHIA, PA.—Walter F. Worrell, former special representative for the Iroquois Electric Refrigeration Company of Philadelphia in its Chicago district, has been appointed manager of sales. In our July issue it was incorrectly stated that Mr. Worrell was former Chicago district man for Socony Burner.



For Profitable Speed -

on wiring jobs, use these
Quality Wiring Materials.

► Durabilt Products are
helping Electrical Contrac-
tors, everywhere, to do the
best wiring jobs with the

**Greatest
Saving
of
Time**



Order Durabilt Products
by name from your Jobber

DURAWIRE

Rubber-Covered Wire
and Flexible Cords

DURAFLEX

The Safe Armored Cable
and Flexible
Steel Conduit

DURACORD

The heavy-duty
Portable Cord

DURADUCT

The fast-fishing
Single-Wall Loom

DURAX

The Non-Metallic
Sheathed Cable
of Known Quality

DURABILT

REG. U. S. PAT. OFF.

PRODUCTS

*speed up
wiring
jobs*

TUBULAR WOVEN FABRIC COMPANY • PAWTUCKET, R. I.

Refrigeration Slogan- Essay Contest in Portland

\$500 in Cash Awarded to 30 Contests; 1090 Consumers Compete

PORTLAND, ORE.—To stimulate public interest in electric refrigeration in the northwest, electrical interests of Portland, with the co-operation of the "Morning Oregonian," have just sponsored a slogan and essay contest; 1090 consumers located in the section submitted essays and slogans. Thirty were awarded cash prizes.

In the slogan division, first, second, third and fourth prize-winners were awarded, respectively, \$100, \$50, \$25 and \$15. Their slogans were: "Keep well by well-kept foods," "For goodness sake refrigerate," "Modern civilization demands refrigeration" and "Refrigeration saves its own cost." Ten additional \$5 prizes were awarded.

In the short essay division prizes were similarly awarded. The first four prize winners receiving \$100, \$50, \$25 and \$15 respectively and the balance of the \$250 available for prize-award in this division going to ten additional prize-winners.

The judges of essays submitted were: H. M. Barr, principal of school district number 1, J. D. Mickle, State Dairy and Food Commissioner, O. M. Tucker, Refrigeration Engineer. In the slogan division the judges were: Ernest R. Ham, President, Portland Ad Club, Edna Wapler, Head of Domestic Science Department, Public Schools, and Dr. F. E. Chase, Health Bureau.

Canadian Company Corrals 6 Sales Contest Prizes

Southern Canada Power's Knowlton Store Attained Average of \$17.88 Sales per Customer

MONTREAL, P. Q.—George A. Atchison, merchandise manager for the Southern Canada Power Company of Montreal, again proved his leadership among Canadian central station commercial men when his company recently won first place in an appliance sales contest staged by the Canadian Electrical Association covering eight months period. The company's Knowlton branch store attained average sales of \$17.88 worth of merchandise per customer. The same company also took second place with an average of \$10.25 per customer in its Richmond, Que., store, and fourth, fifth and sixth places with high scores in other branches. The entire contest represented total merchandise sales of \$750,000, and substantial averages were turned in by a majority of the leading hydro-electric distribution companies in Canada.

The competition was divided into two groups, one for stores in oper-

Introducing Armstrong and Spence



C. C. Armstrong, in the circle, now directs the research department of the Armstrong Electric & Manufacturing Company, of which Thomas E. Spence (right) is president. The company is producing the Armstrong table stove in colors.

Boston Edison Cops Cup in Copy Contest

BOSTON, MASS.—"Electricity—ready to serve you," theme of an advertisement which appeared as the first in a series sponsored by The Edison Electric Illuminating Company of Boston, won for that company first prize in the Public Utilities Advertising Association's recent National Better Copy Contest.

The contest included over 3,600 advertisements submitted to the judges by 158 public utility companies. Boston Edison has been running an advertising campaign advocating consumer patronage of local contractor-dealers.

ation for less than one year. In group 2 the first place was won by the Canadian Northern Power Company with the average of \$12.08 per customer in its Haileybury store.

George Atchison will be remembered as having won honorable mention and favorable comment in the N.E.L.A., Hurley Competition held last year.

Beaver Name Changed

NEWARK, N. J.—The Beaver Machine & Tool Co., Inc., has changed its name to the Beaver Manufacturing Company. This change in name involves no change in ownership or in policies. The old "pre-war" name was merely misleading as the company manufactures a line of wiring devices. The Otto E. Heilmann Co., 620 Chemical Bldg., St. Louis, has been appointed sales representative for the company in the St. Louis territory.

Dark Horse Now In Automatic's Presidential Race

Pins Hopes to "Wet" Issue

NEWTON, IA.—Salesmen for the Automatic Electric Washer Company became so fired with political fever while listening to the speeches emanating from Kansas City and Houston that they up and started their own Presidential Campaign—for summer sales.

Originally there were two parties, the "Drys" and the "Damps." One office man was selected to act as campaign manager for each party, R. H. Loomis for the "Drys" and C. M. Brown for the "Damps." Each party was to nominate a salesman for president, another for vice-president and still another for "Ambassador of Washing Machines Extraordinary." The manufacturer entered into the spirit of the thing and offered \$5,000 in prizes to the 12 men in the winning "cabinet," campaign activity to last from June 15 until August 15.

But a dark horse has "chosen to run." I. F. Woodrow has organized a "Wet" party and is giving the "Drys" and the "Damps" a stiff battle. The "Drys" count on the Automatic wringer to clean up the situation.

Lexington Electric Moves

NEW YORK, N. Y.—The Lexington Electric Products Co., Inc., has moved its manufacturing plant to 6-26 Chapel Street in Newark, N. J. The company's business office is at 207 East 43rd Street.

Lynn with Belden

SAN FRANCISCO, CAL.—Wallace R. Lynn, with offices in Frisco, is to handle automotive, electrical and radio lines for the Belden Manufacturing Company of Chicago, as Pacific Coast Representative. These lines are merchandised exclusively through jobbers and dealers.

Tea Plus Matinee

Penn-Central Uses New Stunt To Sell Ranges

ALTOONA, PA.—A novel stunt for the display of electric ranges was conducted recently at an Altoona theater by the Penn Central Light and Power Company, when for the period of a week tea was served to all the ladies who attended the matinee performances.

Under direction of Mrs. Marion R. Houck, Home Dietitian, the mezzanine floor was decorated as a tea room and an (Westinghouse) electric range was installed. Mrs. Houck gave a demonstration of baking each afternoon and prepared all the dainties which were served at the tea.

Chicago-Jefferson Appointments

CHICAGO, ILL.—The following changes, additions and promotions have taken place in the sales department of the Chicago-Jefferson Fuse & Electric Company, Chicago, since its consolidation: L. E. Fuller, promoted from district sales manager to western sales manager; G. A. Shaver, promoted from salesman to Pacific Coast sales manager; J. D. Benfield, assigned to New York and northwestern Pennsylvania territory; S. V. Evans, assigned to eastern New York State; E. Duffy, Wisconsin and upper Michigan; A. J. Olson, north side of Chicago; E. G. Schmitt, western Ohio and southwestern West Virginia; E. A. Abbott, Oklahoma and Texas and H. R. Hosmer is assigned to Louisiana and Mississippi.

New Robbins-Myers Directors

SPRINGFIELD, MASS.—Following the reorganization of Robbins & Myers, Inc., announced last month in *Electrical Merchandising*, the following directors were appointed: Sterling B. Cramer, Sterling Newell, P. J. Shoulin, W. S. Quinlan, Maynard H. Murch, Wilber J. Myers and C. A. Stirling.

New Men for Brown-Hall

ST. LOUIS, MO.—C. E. Borntraeger, formerly sales manager of the McGraw Electrical Appliance Company, has joined the sales force of the Brown & Hall Supply Company. O. M. Fisk, for the past six years connected with the Brunswick-Balke-Collender Company has also joined the company's sales force.

Roller-Smith Appointments

NEW YORK, N. Y.—The state of Texas is now being handled for The Roller-Smith Company by John A. Coleman, 1006 Washington Ave., Houston. H. T. Weeks, U. S. National Bank Bldg., Denver, has been appointed sales representative for Colorado, Utah, Wyoming and northern New Mexico.



FOR the poor unfortunates—and fortunately for you they're in the vast majority—who must take their seashore vacation at home, nothing beats a Robbins & Myers Electric fan.

For the dealer this host presents a real business opportunity.

R. & M. fans are soothing to gaze upon. The generous blades, even in repose, seem to radiate cool, refreshing comfort. The patented, exclusive oscillating mechanism, depending on size, gives $5\frac{1}{2}$ to 7 oscillations through 75 to 95 degrees.

It's not too late to send for "Robbins & Myers Fans—1928" and make a selection. We'll ship your order promptly.

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Cleveland	San Francisco

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R&M FEATURES HAVE CUSTOMER APPEAL, AND WHAT'S MORE
PRICES SATISFY CUSTOMERS
PROFITS SATISFY YOU

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